

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXI.

NEW YORK, JUNE 23, 1910.

No. 12



U. S. DEPT. OF AGRICULTURE
JUL 24 1910
GENERAL LIBRARY.

If this little ad. happens to be seen by some great manufacturer—a man who knows how to buy raw materials wisely and make things well; if that manufacturer feels that the “trade”—the commission man, the jobber or the retailer—has him in its power; if that manufacturer is willing to listen to a sensible, business-like talk about the great distributive force that is called advertising—

WE WANT HIM TO KNOW

that there is one house in the advertising business that is just as high class, and conservative, and cautious, and successful as his, and that will meet him on the same ground and discuss his problems in a sane way.

The address is

New York

Philadelphia

Boston



What is Your Measure of an advertising medium?
Is it the

Purchasing Power of its readers? For a decade Wisconsin incomes have averaged several hundred dollars more than the country at large, and The Wisconsin Agriculturist reaches the best third of the State's farmers. Is it

Editorial Power? The Wisconsin Agriculturist is the farmer's friend as well as adviser. He looks to us for not only the latest agricultural information, but personal as well. You would be astonished at the intimate nature of much of the correspondence which comes to our editors. Is it

"Rate Per Thousand"? The Wisconsin Agriculturist rate averages less than the usual $\frac{1}{2}$ a cent per line per thousand—and this in spite of its personal influence and concentrated circulation. Is it

Proven Pulling Power? The Wisconsin Agriculturist can—has—is paying and paying big on hundreds of varieties of merchandise from Shoes to Automobiles. We will gladly show you the testimony of one or a dozen advertisers as to the pulling power of our paper.

No matter what your standard of measurement, the Wisconsin Agriculturist will stand the test. Tell us what you expect of a paper and let us show you possibilities of extra profits.

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert,
Special Representative,
First National Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City

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DEVELOPING A FAMILY OF PRODUCTS.

GOOD WILL OF ONE ARTICLE A SPLENDID BASIS FOR PUSHING OTHERS—HOW RUBBERSET HAS PYRAMIDED ITS FAME AND FORTUNE BY THE "FAMILY" ROUTE—JAP-A-LAC, ORANGEADE, COLGATE AND JOHNSON & JOHNSON EXPERIENCES.

By H. L. Allen.

Last year a manufacturer of a widely known article of apparel surrendered to the combined advice of his advertising agent and his factory superintendent, and produced a new kindred article.

The factory manager's point of view was that another product would occupy his plant between seasons, and take up the gaps and slack spaces in his productive capacity.

The advertising agent's point of view was that with the strong good will and selling organization he already had for one article it was a waste of capital *not* to put out another.

The manufacturer, having fresh in his memory the long, hard pull to build both trade and consumer demand for his first article, was nervous and skeptical, fearing to hurt his present article by any "fall down" with another. When his agent proposed doing not a single thing more for the new article's introduction (besides the consumer advertising) than a little campaign to the dealer, in a few trade papers and a "dealer's folder," he was almost indignant, and the agent had to do a lot of talking before he got the plan O. K'd. The trade announcements simply described the goods, told of the consumer advertising planned, and, with matter-of-fact

confidence in the result, asked the dealer to send in his requisition in good time, so that shipments could reach him promptly at the beginning of the campaign!

And just as matter-of-factly 98 per cent of the dealers selling the old article sent in generous orders for the new!—piling up on the manufacturer's desk, in a silent, formidable heap, a concrete testimony of the trade's confidence in him, his goods and his good will with the public, that went straight to his heart.

That manufacturer will next year put out *another* article, for he is becoming aware, as never before, of the reality and *cashability* of his prestige with consumers through advertising, and his standing with the trade, through right relations. His factory superintendent, also, has placed before him cost accounts, showing rather startling possibilities of further combinations of new articles which divide the "overhead" expense, utilize both waste material and operating gaps, and bring manufacturing expense down most interestingly.

Few live, ambitious concerns nowadays manufacture and sell but one rigidly same article. There will be fewer in the future, for both selling and manufacturing economy is against it. A "family" of products seems to be the natural and sensible evolution—as natural as the Darwinian evolution from single cell protozoa to mammals.

This evolution can come about in either of two ways. A manufacturer of a single article may use the strength of its reputation (especially if it is well advertised to consumers) in making a market for an *entire line* of articles; or a manufacturer of a large line of

goods may select one of his articles upon which to build concentrated consumer reputation, and after a sufficient lapse of time, may begin to saddle the reputation of this star product upon its satellites until they, in turn, grow to be of the first magnitude.

A number of instances may be cited of manufacturers who have graduated from the Kindergarten of Specialties to the University of Allied Products. One of the most striking is to be had in the case of the Glidden Varnish Company, Cleveland. The "evolution" is not yet complete, but it is arriving. This company falls into the second class, as enumerated above. It produces a great number of allied products. Jap-a-Lac only happens to have become star, in this case more accidentally than intentionally. Even now, with its big sales, Jap-a-Lac is but a fraction of the company's output—yet consumers have known little of the Glidden Varnish Company's other products. The name "Glidden Varnish Company" is now being made much more prominent, and the time is coming when the reputation of the Glidden concern will be coupled with one after another product.

Practically the same is being attempted, in a little different way, by Hammacher, Schlemmer & Co., New York, which is advertising and pushing its popular tool sets, the manufacture of which comprises a fractional part of the business. But, on the basis of these cabinets of tools, a popular and technical reputation is being built up.

THE INTERESTING RUBBERSET DEVELOPMENT.

Prominent among the manufacturers who are gradually developing a family of products is the Rubberset Company, of Newark. Few better examples of advertising evolutions are to be had. Upon the death of his father, some four years ago, Andrew Albright, Jr., succeeded to the head of the old Rubber & Celluloid Harness Trimmings Company, and was imbued with an enthusiasm to advertise. With the growth of the automobile busi-

ness, Mr. Albright believed he saw a serious decline in the business of manufacturing harness trimmings. In his search for something else to specialize upon he turned to the business of brush making.

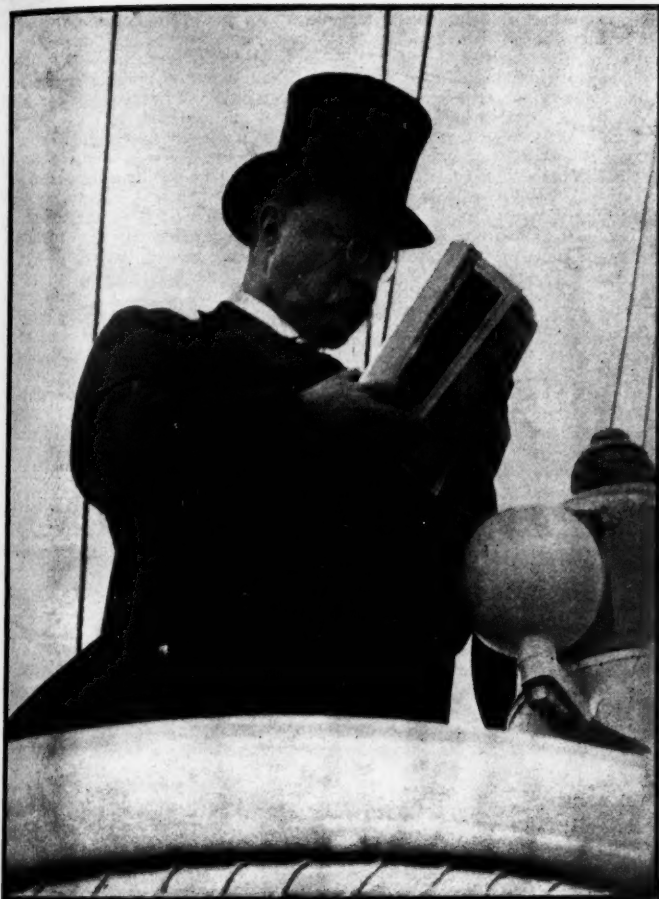
His father had perfected an old invention for setting bristles in hard rubber, so that they would not come out. In spite of the incongruity of a harness trimmings company pushing brushes, the latter had been sold in a desul-



THE RUBBERSET FAMILY SHOWN IN A HASTILY ASSEMBLED GROUP OF "QUARTERS" ON A WEEKLY BACK COVER.

tory way through salesmen. Mr. Albright's first move was to organize the Rubberset Company, a name which covered all his lines. He had shaving and paint brushes—both unadvertised. The question arose: Which first? The simultaneous popularity of safety razors, which were being advertised strongly then for the first time, militated in favor of the shaving brush. It was made the Rubberset Company's first specialty, and the paint brush was reserved for later exploitation.

The Rubberset Company's reputation was built up on the basis of its shaving brushes. The second member of the family to be introduced to the country by the



Photographed on board the Reception Committee Boat, Androscoggin, in New York Harbor, June 18

Mr. Roosevelt's Statement to the Press

"Once or twice a week I intend to go in to New York and I will be at the *Outlook* office there. That is the only place that I shall receive callers who want me to say anything."

—From the *New York Sun*.

advertising stork, was the Berset Shaving Cream, a natural evolution of the shaving brush. Opportunity for the launching of the paint brush advertising was obviously at hand when the magazines began to groan with pages upon pages of paint ads, those of the Glidden, Sherwin-Williams, National Lead, and Acme Lead companies, not to mention a host of others, all talking for home consumption of paint. Professional painters had before that not taken readily to Rubberset paint brushes, because of their cost. But it was believed that the domestic dauber of woodwork and furniture could be shown—helped by the prestige of the shaving brush—how a Rubberset brush was economical and reliable.

At present the younger brother of the Rubberset family is Master Tooth Brush. He is the evolution suggested by the vast amount of advertising which has been lately given various dental preparations and the growth of popular interest in the hygiene of the mouth. In this case, so great has been the accumulated power of Rubberset reputation that almost the mere mention of the fact that a Rubberset tooth brush was on the market produced such a demand that it could not be met. It resulted in not a little regrettable difficulty.

When recently asked as to the extent to which each succeeding member of the Rubberset family has benefited by the advertising given its predecessors, T. B. Denton, the advertising manager of the company, referred to the tooth brush experience as follows: "Each product has been able to make its start miles ahead of where the one before it was compelled to start its race for public favor. Indeed this cumulative appreciation on the part of the consumers of what our name stands for got us into trouble when it came to the Rubberset Tooth Brush. We planned the initiation of our tooth brush months ahead, and ordered advertising in the March issues. No labor familiar with the manufacturing of tooth brushes being available in New-

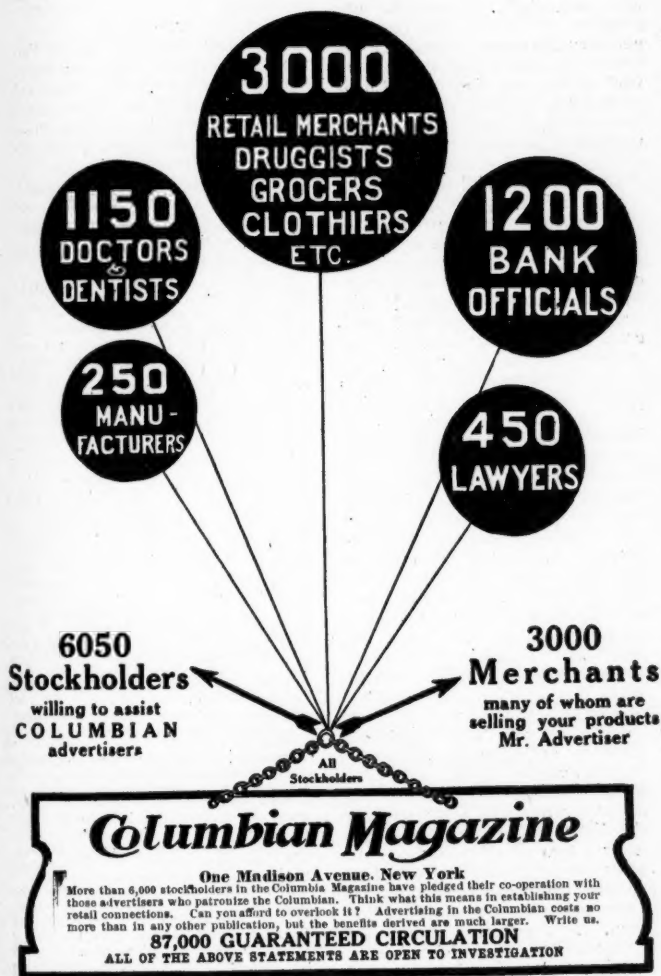
ark, we had to open a school of instruction, and teach our help. Mr. Albright estimated that, if we had a million brushes on hand before the advertising started that would be enough.

"We made up the million. But so great has been the demand for Rubberset Tooth Brushes, as the result of what was practically a mere mention of it in the advertising pages, that we are to-day 2,000 gross behind in our orders from dealers, in spite of the fact that we are making twenty to thirty gross a day, an amount far in excess of what we expected to make. Because of our inability to make deliveries, we have given ourselves no end of trouble with our long-standing dealers. We have cancelled, for the present, what Rubberset Tooth Brush space we had secured, wherever possible. A recent back cover on *Collier's*, which could not be cancelled on such short notice, and which had been originally intended for tooth brush advertising alone, was divided up into quarters, and one each given to the shaving brushes, paint brushes, dental cream and tooth brushes."

The Rubberset Tooth Brush success is naturally bringing about the evolution of the dental cream, which is to be the next member of the Rubberset family. Later on a Rubberset Hair Brush and a Rubberset Nail Brush are to be exploited. But, in these instances, foreseeing a monster demand, because of the reputation of the trade-mark now, pains will be taken to have a sufficient supply on hand when the announcements are made.

Another example is the J. Hungerford Smith Company, Rochester, now advertising Golden Orangeade, a temperance drink, in New England. The expenditure being made is a considerable one. But, when the proper psychological moment arrives, the valuable reputation which Golden Orangeade will have made for itself is going to be used to boost a whole family of temperance drinks by a well-thought-out plan of natural development.

Not infrequently a concern is



met with which is putting out such an aggregation of products that it would be well-nigh impossible to advertise them all. Some of them may be for such special uses, too, that it would be impractical to do so. For instance, not even the most enthusiastic believer in advertising could very well assert that Colgate & Co. is a backward advertiser. Yet, if every Colgate product were advertised like shaving powder and dental cream are, the magazines would have to build on additions. Out of some 225 or more products, probably not more than an eighth of these, at the most, are advertised at all extensively. Yet nobody can tell how much the reputation of the advertised products helps the unadvertised products. A woman goes into a drug store to get smelling salts. She doesn't know brands. She doesn't know Colgate has smelling salts, but when the clerk shows the latter to her, the sale is a foregone conclusion. What has brought it to pass? The reputation of Colgate based on the advertised Colgate products.

The Johnson & Johnson (New Brunswick, N. J.), red cross on bandages, absorbent cotton and a host of allied products, has represented a standard for a quarter of a century or more. When, two years ago, a shaving cream was perfected, the temptation with the older officials of the concern was to push it along the already established channels of distribution, namely, by salesmen who have long known the trade, rather than by advertising.

But, fortunately, some one saw the light. The result was that, after a two years' period of sampling the physicians and druggists, Johnson Shaving Cream was first advertised last February. Since then, it is reported, Johnson & Johnson have received more inquiries, and have witnessed more widespread interest in this shaving cream than in any other product ever put out by the house.

Barrett Andrews, advertising manager of *Vogue*, has been elected secretary of the company, following an especially successful record of business getting.

NEW CIGAR COMBINE

RETAILERS OF NEW YORK AND OTHER CITIES GETTING TOGETHER TO FIGHT UNITED STORES—DETAILS OF THE SCHEME.

The New York *Herald* of Friday, June 17th, prints the information that about three hundred cigar merchants of New York City have formed an organization which is hoped to be of sufficient strength to compete with the United Cigar Stores Company. Invitations are being sent to retailers in other cities to form similar organizations. The *Herald* goes on to say:

Tentative plans have been agreed upon for the making of a long and bitter fight, the purpose of the new organization being first to mass the orders of the members so that they will get the manufacturers in competition for their trade and thereby get a rock-bottom price. With this accomplished, and with capital which the members expect to raise among themselves, they purpose establishing an immense plant in which they will manufacture everything in the way of cigars, smoking and chewing tobacco and cigarettes.

The idea is based on the co-operative plan, the manufactured goods being sold to members at a slight advance over the cost of production and the profits to be divided annually among the stockholders. Another feature of the plan is the arrangement of a coupon system similar to that now in use by the United cigar stores. The magnetism of the coupon system as a trade getter is admitted by them to be great. The organization has decided upon a uniform style of store front which will distinguish the dealer's stores from those of the United, and a label will be adopted which will enable purchasers to recognize their goods at a glance.

General outlines of the scheme were contained in a call for a meeting issued a month ago, and considerable missionary work was done by the promoters of the idea up to Wednesday night, when the meeting was held in Eldorado Hall, Fifty-second street and Seventh avenue. There were three hundred retail cigar men present, representing all sections of the five boroughs.

Several speakers asserted that the move was necessary for the salvation of the independent retailer, who was declared to be hampered in his ability to get supplies when he wanted them and in sufficient quantity. Following the discussion every man present paid an initiation fee of \$1 and agreed to pay monthly dues. These officers were elected:

President, L. D. Behrens, of 90 Second avenue; treasurer, A. B. Woythaler, of 98 Columbus avenue; secretary, Charles Posner, of 263 First avenue. The organization has rented headquarters at 1369 Broadway.

THE ADVERTISING FUTURE OF THE AUTOMOBILE INDUSTRY.

AEROPLANES LIKELY TO END AUTO-
MOBILE SPORTING—"STUNNING"
AUTO ADVERTISING WILL GIVE
WAY TO MORE REASONABLE SELL-
ING EFFORT—FIGURES OF AUTO
ADVERTISING—THE COMMERCIAL
CAR AND ITS DIFFERENT SELLING
PROBLEM—ADDRESS JUNE 15TH
BEFORE CENTRAL DIVISION CON-
VENTION, MILWAUKEE.

By *W. W. Hudson*,
Advertising Manager, The Waverly
Company ("Waverly Electrics"),
Indianapolis.

But for one or two shadows on the horizon I should be tempted to say that the advertising future of the automobile industry was as secure as United States bonds, and as far removed from guess work as the aphelion of Halley's comet; but we must not forget that we are living in a rapid age, and while, as some one has said, "the automobile is one of the suddenest things that ever happened in this world," yet it is a fact that while the motor car has been cutting its milk teeth other things have been happening just as suddenly, among them the discovery of the North Pole, and the invention of the aeroplane. While the North Pole has, for the present, at least, been withdrawn from competition, it must be admitted that in all the essential elements of speed, luxury, excitement, and obituaries the aeroplane is coming to the front as a pretty lively competitor.

In fact, I believe that many of us will live to see the end of auto-mobiling as a sport. Some of us can remember when roller skating was a fashionable craze, but roller skates gave place to the bicycle and the bicycle to the buzz-wagon, and the day, I think, will come when the honk-honk of the joy-rider will be heard no more in the land. It will give place, I hope, to a more tuneful system of signalling from mono-plane to biplane and from biplane to dirigible. It is a peculiar-

ity of the sporting mind that it can entertain but one fashionable craze at a time, and when the aviation microbe fairly takes hold the motormania will cease. But what then? Will the automobile follow the roller skate and the bicycle to the scrap heap, and its familiar outlines vanish from the streets, the back pages of the magazines and the sporting supplements of the big Sunday editions? On the contrary, I think that the advertising future of the automobile will then have just begun.

Apart from its usefulness in beating express trains, putting mortgages on middle class houses, sending thrills down jaded spines, and adding to the population of our cemeteries, there are still some practical uses for the automobile that will exist after the world goes aeroplane mad. As a means of getting about without flying there will always be some conservative people who will prefer it to wings, just as there are still some people who prefer, or say they prefer, the horse to the automobile, and some farmers who would rather have an ox-cart than a pony chaise. Just as surely as the horse has displaced the ox for all practical purposes of short distance travel, so we may look forward to the time when the automobile will displace the horse, both in the city and on country roads. The last available figures showed the number of horses in the United States to be 21,216,889. If we admit that one automobile will, on the average, do the work of five horses, there would seem still to be ample room for growth in the motor industry.

The rules of the road now favor the horse, which accounts, in part, for the systematic way in which they are disregarded by all motorists. As machines multiply, however, the rules will be changed, and horses will eventually be restricted to obscure streets and untraveled roads, while pedestrians who venture on the avenues and boulevards at night will be required to carry lights, blow signals on a horn, and submit to a license fee.

Though the aeroplane will doubtless supplant the automobile as a racing machine, it cannot drive the latter from the roads, since its own proper highway lies in the empyrean, where its only competitor for the right of way will be the ether waves of the wireless telegraph.

The future of the automobile seems to be secure, but its advertising future may be expected to differ in large measure from its advertising past. According to figures furnished by *Collier's* the automobile advertising in six leading magazines of general circulation increased between 1903 and 1909 from 124,087 lines to 263,625 lines. The same authority gives the advertising carried by seventy-eight companies in eighteen magazines during 1909 at 411,403 lines, costing \$686,284. These figures seem really very modest when we recollect that a single automobile company which is credited in them with less than 1,800 lines of advertising last year has been spending \$50,000 per month in the magazines since the first of the present year.

It should be borne in mind that these statistics do not include the advertising carried in the newspapers and trade journals, which far exceeds in space the amount given to magazines of general circulation. One trade monthly, for instance, claims to have carried 1,112,648 lines in the last seventeen months, another gives its figures as 652,512 lines in the same period, while a trade weekly confesses to 627,900 lines in only five months. I have no convenient figures for newspaper space used, but suspect that it would be necessary to compute it in acres instead of agate lines in order to make it comprehensible.

The advertising methods pursued by the majority of automobile concerns up to the present time may be regarded as an effort to stun the prospect into insensibility by mere volume of noise before relieving him of his pocket book, and its success has depended chiefly on the eagerness of the victim to sacrifice himself on the altar of speed and social prestige.

Go to an advertising agency and ask its expert opinion on the best method of launching a new automobile and you will be told that the first essential is to break a record in racing and the second to vociferate the results through double-page spreads. This sapient judgment is founded on a wholly unusual state of the public mind, which may or may not last until aeroplane madness takes the place of the present automobile craze, but which is certain, sooner or later, to pass, as delirium leaves a patient—and the future state of the public mind, as of the patient, will be better or worse, or at least different from the present.

While the automobile has owed its popularity in large measure to this demand for a new luxury, the future of the machine will depend much more largely upon its usefulness. The standardization of parts and the adoption of saner selling methods will reduce the selling price to the consumer, and improvements in the care and handling of the machine will reduce the cost of up-keep. It has already been demonstrated many times that in careful hands an electric or gasoline runabout for town or suburban use may be maintained at less cost than a horse and carriage.

It should be noted that upwards of 76,000 automobiles are at present owned by farmers, whose use of the machine can hardly be spoken of as a luxury. In the country, where the farmer himself is usually an expert mechanic, the cost of maintenance may be made nearly nominal. The country's investment in horses and wagons for purposes of business or pleasure, amounting to a billion and a half of dollars, has never been regarded as an economic waste; why then should the replacement of that investment by a similar or even greater expenditure for a mere serviceable piece of machinery be so regarded? There must always be adequate means of surface transportation, and the best means will prove the cheapest here as in other departments of industry.

The difference between auto-

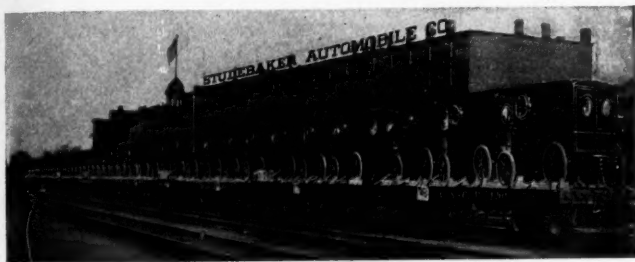
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mobile advertising and automobile selling methods of the present and automobile advertising and automobile selling methods of the future may be inferred from the difference between the advertising and selling methods of pleasure car manufacturers and the advertising and selling methods of commercial vehicle makers. The man who buys a pleasure car spends his money with the freedom of one who is setting up the drinks—in fact, he regards his automobile investment in the same light as he regards a champagne supper, for which he must pay the price; and the automobile manufacturers

the line of least resistance, and so long as the demand for pleasure vehicles is in the present ratio to the supply, these conditions must be expected to continue.

When, however, the sporting interest has transferred its affections from the automobile to the aeroplane and the ownership of a 40-horsepower motor car has ceased to give entree to the ranks of the four hundred the buying and selling of pleasure cars will not differ from that of other commodities, including commercial trucks. Advertisers will not use space with reckless disregard of possible results, nor will advertising be directed along the lines of



THE DAY OF THE COMMERCIAL AUTO—A TRAINLOAD ON THE WAY TO MARKET.

recognize this state of mind in their advertising and selling methods.

Approach the same man, however, with a proposition to sell him a commercial truck and you will find he has just got back from Missouri. He will have to be shown in advance every feature that you claim for your car as an advantage over the horse-drawn truck and every point of excellence in which it differs from the car of your competitor. The proposition will be treated as a strictly dollars and cents affair; and unless your figures work out in practice so as to show a net saving in cost over present hauling methods, however primitive and inadequate they may be, you will lose your customer. This is the reason so few of the automobile manufacturers are making aggressive efforts to sell commercial trucks. They work along

regimental volley firing where a skirmish line of sharpshooters would achieve equal or better results.

When the automobile has ceased to be a topic of vital interest to people who never expect to own one, the use of national mediums of immense circulation and extravagant cost per page will probably give place to the selection of those mediums that reach the class of people that may be expected to include the purchasers. "Reason why" advertising may certainly be expected to displace whatever there is of bluff and buncombe in present copy, and the advertising expenditure will be governed by the same law and considerations that apply to commodity advertising.

The waning of popular interest in automobiling as a sport will have its influence upon the type of cars manufactured—the high-

powered touring car will probably follow the racing car into oblivion. The fashionable limousine and the electric coupe and brougham may be expected to retain their present hold upon society; but the type of car that will possess the greatest selling value will be a general service car of low price and great durability that will most economically and satisfactorily perform the functions of the road wagon with hay-motor attachment, which is now used for the bulk of the world's short distance transportation. Automobile advertising will then be on much the same basis as the vehicle advertising of a dozen years ago.

There is one other tendency that may be expected to affect automobile advertising as it has the advertising of other commodities. This is the tendency to consolidate interests, which has already begun within the industry. The two great factors which have influenced modern business methods and differentiated them from the business methods of a quarter of a century ago are advertising and organization. Advertising may be regarded as the most effective weapon of competition: organization aims to do away with competition and reduce the economic waste engendered by it. The two tendencies are, therefore, to a certain extent, destructive each of the other. The great increases in capital stock of the past few months made by certain automobile companies have undoubtedly the purpose of combining smaller companies in the formation of a few great trusts.

The extensive advertising, on the other hand, of particular names and types of cars makes the combination increasingly difficult. . . . The chief asset of certain well-known companies making motor cars lies in the advertising value of their names. The consolidation of two or more such companies must involve a loss in intangible values that may offset the advantages of combination and give pause to the most enthusiastic trust promoters. Only when the automobile in-

dustry has ceased to be a sporting craft and allied itself to the general vehicle trade of the country are we likely to see the formation of a successful motor trust. When that day comes automobile advertising will have entered upon an entirely new phase, whose outlines can be but dimly foreseen at the present time. We may, however, hazard some guesses.

In the first place, as the largest market of the future will be found on the farm it seems probable that an increasing share of automobile appropriations will be spent in the agricultural papers. Again, as the farmer is a man of plain ideas, practical views and shrewd common sense, it may be inferred that copy will be written to convince his reason instead of appealing to his sporting instincts. Speed will be less emphasized than endurance, power than mechanical efficiency.

The car of luxury and fashion, now so indiscriminately advertised in the popular magazines, may find its field limited to high-grade publications, or may cease to be advertised at all. The car of convenience, the car for every day service, the car of low cost and practical efficiency may be expected to lead all others in volume of advertising as well as of sales; but the amount of its appropriations in proportion to the number of sales will necessarily decrease.

MAGAZINE MEN PLAN OUTING JUNE 28TH.

Under the auspices of the Magazine Representatives' Club, New York, an outing of magazine men and guests is planned for June 28th at Terra Marine Inn, Staten Island. A unique follow-up advertising campaign is being worked to stir up interest.

The party will leave South Ferry at 1 o'clock and a special train will take it to Huguenot Park. A baseball game between the standard and the women's magazines is being planned by Don M. Parker and R. J. Danby. Tennis, fishing, bathing and billiards will be features, together with a shore dinner at 6:30.

Van Benschoten & Countryman, advertising agents of Syracuse, are sending out 280-line copy for the Maxwell-Briscoe (Syracuse Company) Columbia Car to a selected list of newspapers in New York state.

GOVERNMENT ADVERTISING OF THE WEST.

RECLAMATION SERVICE BUSY WITH ADVERTISING TO DRAW SETTLERS—PROTEST AGAINST IT BY WISCONSIN PROPERTY OWNERS—A UNIQUE SERIES OF BOOKLETS.

The wonders of the West are seemingly just about to begin, and as in the case of the wonders gone before, they are to be developed largely by advertising—this time with the close co-operation of the United States Government.

The United States Reclamation Service, upon which many millions have been and are being expended, are transmitting a mileage of arid desert, large enough to make a State, into the most fertile land of all. Naturally once the great dams and waterways are built, the next great problem is to bring the people to take up these new lands and till them.

Under the direction of E. T. Perkins, engineer in charge of the Reclamation Service, a rather remarkable series of booklets has been issued, of twenty-six pages each, describing the twenty-four separate projects now open to settlers. These booklets are being distributed through the *National Irrigation Journal*, and in other ways. The irrigation projects are located in Arizona, California, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico.

North and South Dakota, Oregon, Washington and Wyoming. Many thousands of people are still needed, and strong advertising efforts are being made in many directions to bring people to the newly-created opportunities.

The railways and private companies are doing much, while the National Irrigation Congress has been a very important factor. A correspondence enrollment in this Congress is offered, and the Congress has been called the greatest factor in the latter-day development of the West.

The Government has been so active in advertising that certain Wisconsin districts have sent protests to Washington against the Government's acting as a press agent to boost the far Western lands.

The owners of property in Wisconsin charge the Government's work to get settlers West is causing them to leave farms in Wisconsin of value equal to newly opened land in the West.

The petitions point out the Government is sending news articles to newspapers all over the country in which the advantages of farm life in the West is shown, and, worst of all, this publicity matter is sent out as franked matter, the cost being charged to the Government.

The advertising of the Wilbert Company is handled by the Gray Advertising Service, Philadelphia, not as was stated in these columns recently.



SERIES OF IRRIGATION BOOKLETS.

The following solicitation was so intensely interesting and convincing that it secured a large contract for **THE RED BOOK MAGAZINE** after assurance had been given that the list was "hermetically" closed.

Inasmuch as this argument was successful in establishing the true perspective of **THE RED BOOK MAGAZINE** in the National field, we believe it is well worth publication in this issue of **Printers' Ink**.

¶ You state that **THE RED BOOK MAGAZINE** has been omitted from the list because both you and your client place our publication in the "regular story" class.

¶ We must protest against this characterization of our magazine.

¶ You have said that only publications which project a well defined purpose are to be used.

¶ While not decrying articles on current events that find a place in monthly magazines, you must still admit that the general trend of the successful standards of the day is towards the increase of fiction articles, and at the same time the minimizing of articles covering current happenings.

¶ This evolutionary development in magazine production is, no doubt, the result of publishers recognizing the fact that the vast majority of readers to-day buy magazines for **EDUCATIONAL** entertainment and not for information. The magnificent service offered by the daily, and especially Sunday newspapers, of which a large number include a weekly magazine section, together with the present comprehensive rural delivery service, no doubt, accounts for this condition.

¶ While **THE RED BOOK MAGAZINE** is primarily a fiction magazine, the contents are the inspirations of the best known "litterateurs" in the country. The regular story magazine presents to its readers articles for amusement only. In this respect **THE RED BOOK MAGAZINE** radically differs. Every contribution in it incorporates a motive that awakens in the reader the serious responsibilities of life. These articles vibrate with the complex conditions of human relationship and endeavor. They grip the brain and appeal to the moral and intellectual standard of the reader's conception of his duty to his near and distant neighbor.

¶ **THE RED BOOK'S** purpose is to offer to its readers educational uplift in a form within the compre-

hension of the great general democracy, which represents 85 per cent. of our population at the present time, and these are the people, as you well know, who make possible the success of practically all advertising campaigns.

¶ When you buy space in THE RED BOOK MAGAZINE you have made a tangible purchase.

¶ The circulation is absolutely guaranteed on a basis of \$1 per page per thousand.

¶ It is the only successful standard publication that has ever been conceived and continuously published in the Middle West. Its percentage of circulation West of the Alleghany Mountains is approximately 65 per cent.

¶ Recent statistics show that the territory of our greater distribution is the prosperous part of the country to-day. One thousand eight hundred and eighty-nine per cent. increase in building construction West of the Alleghanies as against 687 per cent. East. At the same time the population increase has been greater in the West. Constructional increase, more surely than anything else, proves prosperity. In this territory THE RED BOOK'S name is generic for *success*.

¶ We have the confidence of our readers, because we consistently exclude from our columns questionable advertising that might be harmful to those who have aided us in establishing the widespread success of our publication. No questionable financial advertisements, no whiskey advertising, etc., are permitted space in our pages.

¶ Circulation of THE RED BOOK MAGAZINE has been attained by sheer merit. We have never been obliged to resort to combination lists, premium schemes, or any extraneous inducements to force our publication on the people. It is the choice of our readers, because of the lofty moral, artistic and literary standard symbolized in its pages.

¶ It is a generally recognized fact that the contents of a publication are directly linked to the advertising matter. The strength of one is the strength of the other. Thus, THE RED BOOK'S virility and appeal to the reading public is the psychological reason for its proved usefulness as a publicity medium.

THE RED BOOK MAGAZINE

Publication Office

158-164 STATE STREET

RALPH K. STRASSMAN
Advertising Manager
200 Fifth Avenue
New York City

CHICAGO

R. M. PURVES
New England Representative
201 Devonshire Street
Boston

THE DEVELOPMENT OF THE CHAIN-STORE IDEA.

SECOND ARTICLE ON THE EVOLUTION
OF SELLING OUTLETS—HUYLER
AND THE DELICATE BALANCE OF
BRANCH STORES AND AGENCIES—
BROWNING, KING & CO.'S STORES
AND CONTROL OF SURPLUS STOCK
—BIG TEA COMPANY'S EXPERIENCE
—UNITED CIGAR STORES AND RE-
TAIL SERVICE.

By S. C. Lambert.

II.

Because the United Cigar Stores chain came into being full-blown, as it were, it has not had to face the difficulties confronting some other concerns which are now developing a similar system. Many manufacturers who some day will be operating a number of co-ordinated stores in various cities are now selling through special representatives or exclusive agencies. To take full advantage of the chain-store idea, they must, one would hazard, gradually abandon the present system. And this means complications.

Huyler, the New York candy manufacturer, is in this stage of transition. He has been a national advertiser for years. He has established scores of exclusive agencies in order to realize the profits of this advertising. In the course of time the retail man handling Huyler's, along with other goods, has come to place a high value upon this line. He has often worked faithfully to build business for Huyler's; he has lent a hand, more or less willing, to place the goods in the neighborhood. The chain-store development, he possibly regards as detrimental to the future of his exclusive agency business.

As for the company, it cannot at once abandon its agencies for special stores. The temporary relaxation of business and the drain upon finances incident to building quickly a complete chain both forbid this. Growth into the new scheme of retailing, therefore, raises some very nice questions of policy.

Huyler's exclusive agencies are thoroughly alive to the branch-store trend. They have watched one store after another open to sell only Huyler's products. Some of them have been intelligent enough to ask what bearing Huyler's development of about two new stores a year will have upon their Huyler business. Inevitably they are wondering if they are going to be crowded off the boards as far as handling Huyler's is concerned.

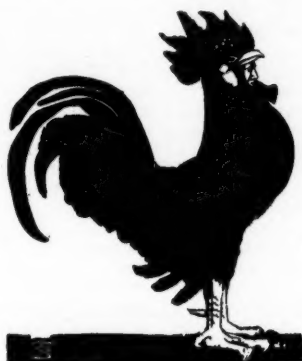
HOW HUYLER'S BALANCES BRANCHES AND AGENCIES.

To meet such a state of mind, the manufacturer has spread the news among them that he will not open a store in a neighborhood in which an agent now satisfactorily operates. It is well known in trade circles in New York that Huyler has refused to open a store opposite the Grand Central station in New York, although more than once he has been offered an ideal place. His statement has been that he is well represented there by an agent who is heartily pushing candy sales, and that it is his policy not to sweep to one side a representative who for a period of years has efficiently built up business.

Judging from the stores the Huyler company has already opened in various cities, it seems to be the policy to open a chain store only in new parts of growing towns, where there is no special agency. One is bound to speculate whether the exclusive agency and the chain store, offshoots of the same concern, can indefinitely run along side by side. Perhaps the Huyler company will succeed in making these two methods of retailing dwell in peace and unimpaired value together in the same town. At any rate, not only the trade, but also other manufacturers facing similar conditions, are keenly interested in watching to see how the endeavor turns out.

THE BROWNING, KING CHAIN.

Browning, King & Co., of New York and fifteen other cities, are a simon-pure example of a growth of a chain from a single store. Nowhere along the line



The Second Act

Judging by demands for the June "HAMPTON'S"—containing the first act of "Chantecler"—this splendid piece of literature will break the record as an increaser of circulation.

This in spite of the usual summer inertia.

The second act of "Chantecler" is just out in "HAMPTON'S" for July.

Advertisers who have contracts with us—and those who are able to read the signs of the times—are arranging to profit through the enormously increased publicity given to their Advertising by the growing circulation of HAMPTON'S MAGAZINE.

Few magazines multiply their circulation twenty-seven times (an increase of over 2600%) within four years.

This is "HAMPTON'S" record.

W.A. Black

F. W. THURNAU
Western Advertising Manager
Hartford Building, Chicago, Ill.

Manager of Advertising
66 West 35th Street, New York

Ask Your Customers

has development been attended by exclusive agencies. This company manufactures men's clothes and sells them through its own stores, making its argument to the public on the basis of maker-to-user economy. One recent advertisement had a paragraph arguing that because the company was both a manufacturer and a retailer at once, it could furnish garments at a saving of from a quarter to a third. Consumers are also told of the buying ability of the house. With seventeen stores in fifteen cities, it is able to secure good discounts on both materials and other items like insurance. It is roughly estimated that such discounts amount to a yearly total of \$75,000 to \$100,000—representing that much net margin within which to meet competition on an equal basis.

The chain-store proposition has a peculiar merit in a business like that of clothing. The manufacturer is able to control his output almost absolutely; that means that as a retailer he is able to avoid being "short" or "long" on any line. Trade demands are carefully calculated in advance and orders placed accordingly. If a line "goes" more quickly than expected, a special order is hurried through the shops on a special schedule. With both the field of manufacturing and retailing under its eye the company is able to trim its sails quickly. In this case the manufacturer does not unload upon the retailer, as sometimes happens to an independent retailer whose judgment in buying is formed from meager facts in his narrow field.

A FAMOUS CHAIN OF TEA AND COFFEE STORES.

For a concern that is credited with being the first to operate a large chain of stores in this country, the Great Atlantic and Pacific Tea Company has been making very little noise. It began to expand in 1859 and has been growing rapidly, until to-day the number of stores is 360.

One of its officers expressed himself as follows: "The idea in the beginning was a bold one. It struck at the very foundation of

the routine traffic of the middleman. We have never lost faith in the principle that the nearer the producer and the consumer can be brought together by avoiding all intermediate transfers, the better will it be for both producer and consumer. One hundred exchanges can add nothing to the real value of an article, although it may add many hundred per cent to its price.

"We are growing at the rate of one store a week. Our customers comprise nearly 4,000,000 individuals. Our individual sales number 125,000,000 a year. We import our teas and coffees by the ship load; we buy the crops of an entire countryside."

NEW SITES AND STORE SERVICE.

The first thing that a manufacturer with chain-store ambitions is apt to ask himself is: "Where can I best open stores; and if I desire more than one in a city, how can I find out the best places?" Scientific analysis of this matter is now made.

Except in the South the United Cigar Stores Company is operating stores in most of the large cities. If it decides to go into a new town, that town is selected upon the bases of population and general business health. George J. Whalen, president, has collected figures showing the cigar-buying ability of different centers. In his statement he says that the per capita buying power of New York is \$1.74 a year; Chicago 63 cents; St. Louis, \$1.21; Rochester, 99 cents; Spokane, 60 cents; San Francisco, \$4.06; Milwaukee, 22 cents; Atlantic City, \$2.55.

These data are valuable in determining not only what town to enter, but also how much of the business the company is securing if it has stores in a town.

In selecting a new site, men are placed at corners or at mid-block stations, if no corner is available, to count the number of persons who pass in a day. A steady stream through the day is figured as better for a prospective store than a much larger crowd that takes the form of a noonday rush or a homeward-bound jam.

There are some factors in spe-

cial businesses which must be discovered by the manufacturer himself. The successful operation and development of a chain system demand pronounced originality, and sharp analytical ability of trade facts and indications. A man with no imagination, with a tendency to form ideas at his desk without an inquiry of scientific thoroughness, is the kind of man who will run into all kinds of trouble in attempting to branch out. A man may be a king-pin retailer in a neighborhood where he knows everybody and fail dismally when grappling with the abstruse problems that underlie the building of a chain. Men of this kind are going to figure in the bulk of the failures that are bound to attend the rapid taking up of this new system of national retailing.

KEEPING UP RETAIL SERVICE DISCIPLINE.

As the officers of a chain-store system cannot be at their various places in person, their policies instead must govern the action of the salesmen. There must, to be sure, be the machinery of supervision, like grand divisions of districts, inspectors and managers. But only the development of a company spirit can be ultimately depended upon to carry the sales to their highest point.

The United Cigar Stores Company has instilled a spirit among its salesmen that is ideal. The United "Thank you" is now famous. But this "Thank you" is only the outward sign of a spirit which is kept alive by letters from the home office, by occasional talks, and by a thousand and one other influences. One powerful stimulus to this courtesy and efficient salesmanship is the manner of remuneration. The clerk receives a minimum salary and relies upon commissions on his sales for his chief income. As Mr. Whalen has said, each clerk is a partner in the enterprise.

(To be continued)

E. E. Lockwood, recently of the advertising staff of the *Detroit News*, has opened an advertising agency in Detroit under the name of Lockwood's Ad Writing Bureau.

Get a Running Start With September

The Ladies' World made an astonishing gain in advertising last year over any previous year's business in its history.

This great leap ahead had its basis in a timely recognition of the extraordinary quality and increased quantity of Ladies' World circulation.

Advertisers are getting a running start for the coming season.

Figures we have in hand for our business already show 40% increase for the September issue over a year ago!

You will do well to reserve your space *early* for this number—get a running start.

Like the aviator, Hamilton, we are out to break all American records in the advertising line—our deflecting planes are turned up.

THE
LADIES' WORLD
NEW YORK

HITTING THE BRITISH TASTE.

TACT AND GOOD FEELING THE SECRETS OF SELFDRIDGE POPULARITY—RESULT OF FIRST YEAR'S TRADING—THE SELFDRIDGE STORE AND ITS RIVALS.

Special Correspondence.

CLUN HOUSE, LONDON, ENG.

The Selfridge Store has published its first balance sheet. The profit and loss account is not shown. The preliminary outlays incidental to the establishment of the business, including expense of financial prospectus advertising, not charged against profits, stand in the balance sheet at £89,685. It is not surprising that in the first year's trading, when all the pioneer work had to be done and the public educated to new methods, the profits should not have been large. Mr. Selfridge made a voluntary contribution of £28,500 to make up the sum necessary to pay dividends on the preferred shares. Many expenses incidental to opening have been written off, and will, of course, not occur again. The directors report that since the balance-sheet there has been a very considerable increase in the weekly turnover, and that a decided reduction has been effected in expense account. A wholly satisfactory result is looked for from the current year's trading.

Such, briefly, is what has happened to Mr. Selfridge during his first year, and such are his anticipations for the future. That Selfridge methods have made a considerable dent in the trade of competitors is shown by a comparison of the dividends paid by them in respect of 1909, when they had the Selfridge competition, and in respect of previous years. I have been at the pains to take out the figures for four years for the eight most conspicuous concerns. Only one shows an increase of profit as compared with 1907, and this is Harrod's, the best advertised of all the department stores. Dickens & Jones, also considerable ad-

vertisers in daily and weekly papers, have paid the same dividend of 14 per cent. every year.

	1906	1907	1908	1909
D. H. Evans & Co.	22½	22½	22½	17½
Wm. Whiteley ..	7	6	7	6½
J. Barker & Co.	12½	12½	10	10
F. Gorringer ..	7	5	5	5
Thos. Wallis & Co.	10	10	7	7
Swan & Edgar..	15	15	15	12½
Dickens & Jones.	14	14	14	14
Harrod's Stores..	23	24	25	28

It is fair to recollect that a good deal of expense in building and otherwise has been incurred by some firms. In anticipation of the Selfridge competition, D. H. Evans & Co., for instance, the concern which shows the largest falling off, and the one nearest to Selfridge's in topographical position, has been almost rebuilt. At the time of the Selfridge opening, Evans's windows were better dressed than Selfridge's, but the Selfridge advertising was so incomparably better than Evans's that, in spite of their good windows, Evans's must have lost much business to the American concern. More business still has been lost to all the concerns through the admirable way in which customers are handled at Selfridge's. In this respect Selfridge easily beats every other place in London.

Not all the stores whose business figures are tabulated above are complete competitors of Selfridge. Whiteley's, Barker's, and Harrod's are department stores. Each sells practically everything necessary to feed, clothe and house its customers. Evans and Dickens & Jones sell women's clothes and hats exclusively, Gorringer mainly, but he has a few other departments. He does not sell anything to eat. Wallis sells furniture and carpets as well as women's outfitting. Swan & Edgar sell men's wear as well as women's.

The note of the Selfridge establishment is tact. The personality of the proprietor is very strongly felt in every department. Mr. Selfridge started out to give the people of London a welcome, and his own urbane and hospitable spirit has, with incredible genius,

been impressed upon every employee of the place. Many people have issued the same sort of invitation—"Come one, come all; we are pleased to see you, whether you want to buy or not." But the mistake the others made was that they only said it. When you got there you found that you were watched like a thief for fear you should get away without buying something. At Selfridge's the initiative comes directly and in every case from the caller. You can walk about there all day and have a good time there, too, without being spoken to by anyone. If you look kind of lost, an attendant may conceivably offer guidance, but the attendants have all been trained to do it with the air of hospitality. There is in this country a sort of tradition of servility in the stores, very sickening to democratic spirit, and, I fancy, not even acceptable to the snob. At Selfridge's the attendants respect the caller and respect themselves. They are perfectly courteous and noticeably helpful, but they do not grovel. I have never known a case where the personality of the director, as known to me, has so impressed itself upon the staff.

Not only individually, but in the mass, Mr. Selfridge has known how to conciliate British feeling. When the King died, the business part of the Selfridge advertising disappeared from the newspapers. A brief, dignified message of condolence was all that was printed:

In the shadow of National Calamity which has befallen us, we and our whole House stand silent and uncovered. All the world to-day mourns for Edward, Kingly King—Peacemaker—Englishman. His like will not be seen again.

As one outward expression of the profound regret we feel, the usual press publicity of this House, to day, is cancelled.

"God Save the King."

SELFLEDGE & CO., LTD.

No further newspaper advertising appeared until after the funeral.

No department store has been advertised either with the same liberality or with the same merit

The Standard Paper for Business Stationery—"Look for the Water-Mark"

THE trimmed hedge, the clean gravel walk, the clipped lawn, the neat flower beds, the trailing vines over the porch—these put a visitor in a pleasant mood.

OLD HAMPSHIRE BOND

makes a letterhead which gives that sort of welcome to a business conference.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

SOUTH HADLEY FALLS MASSACHUSETTS

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

as Selfridge's. Mr. Selfridge takes a close personal interest in the work, and the proprietor's hand can often be traced, by those who know him, in the introductory matter. Mr. Selfridge brought a man from Glasgow to his advertising department. Mr. Pring is a quiet and noticeably modest advertising manager, and his work is praised on all hands. It has taste as well as tact in it, and is, as I have said, incomparably the best department store advertising we have ever had.

The latest Selfridge scheme went into effect this morning. The following letter was sent in a perfect imitation of individual typewriting to everybody who has ever bought at the Selfridge Store:

SELFTRIDGE & CO., LTD.
OXFORD STREET, LONDON W.,
3rd June, 1910.

MADAM:

We are extremely desirous that the ladies of London should recognize our advertisements in the daily papers as being always worth reading—always absolutely dependable and as frequently showing how to directly save money on the daily requirements of the person or family.

We have, therefore, taken the liberty of instructing that the *Daily Express* be sent to you with our compliments each Monday morning from now until the end of the season.

Our page advertisements (which many ladies look upon as being perhaps the most interesting part of the daily paper) will appear on the second page, and to these we respectfully ask your attention.

Smaller, but equally valuable advertisements, appear on Wednesdays and Fridays in the *Daily Express*, *Daily Chronicle*, *Daily Telegraph* and other papers—and, by the way, if you would prefer either the *Daily Chronicle* or the *Daily Telegraph*, which also contain our full-page advertisements on Mondays, in place of the *Daily Express*, we will be happy to make the change upon your request, or if we have taken too great a liberty and you prefer that no paper be sent, word from you to that effect will cause its immediate cancellation.

Yours faithfully,
SELFTRIDGE & CO., LTD.

I do not know whether this ingenious scheme was invented in the Selfridge store, or, as the terms of the circular rather indicate, suggested by the *Daily Express*. It is hardly likely that Mr. Selfridge would have chosen the *Daily Express* for his purpose unless it originated with the Ex-

press. I fancy the *Express* must have invented it, and had the benefit as a reward of its ingenuity, because the *Express* is most distinctively a man's paper among all the London dailies. Mr. Selfridge would hardly have chosen it. It is built for men and read by men; but, probably, it has a larger proportion of its circulation in London than any other newspaper. If the *Express* invented this scheme it was a good piece of work, and will have the effect of giving it a new class of circulation. This would not be the first time that a newspaper has built circulation on the advertising which it carried. I rather fancy that the *Daily Chronicle* and *Daily Telegraph* will be chosen by a good many people who receive the Selfridge letter, but all the same, the *Express* will get a valuable lift.

THOMAS RUSSELL.

INSURANCE ADVERTISING AS AN OPENING WEDGE.

G. W. Noble, of the New England Mutual Life Insurance Company, makes the following statement as regards advertising in its relation to news:

"Newspaper and periodical advertising may be used to attract the public's attention, but more must be done to sell insurance. In the case of automobile selling, the producer can exhibit his wares, lend its product out for trial and otherwise put the product on the stand for actual appraisal. With insurance this is largely impossible. Testimonials from those who know, the approval of financial authorities or a convincing argument from the solicitor are strictly the only means of setting forth insurance reliability.

"Good advertising for the business of insurance selling, then, since it requires an educational campaign, rests finally upon the personal efforts of the salesman. Insurance is not like the commodities of hams, shoes or automobiles. Display ads do not complete the work of pushing it. Insurance is like the services of lawyers or doctors. The individual merits of a company are obscured behind the fundamental fitness of the company. The hams, shoes and automobiles may be pictured minutely in alluring cuts and colors, showing every essential feature. Insurance and the ability of a lawyer or doctor may be known only from those who have tried them. The display ads are merely the opening wedges."

The call has been issued by the Hartford, Conn., Post for a campaign to advertise Hartford.

SELLING CHILDREN'S SHOES THROUGH A RED GOOSE.

ST. LOUIS SHOE CONCERN STIRS UP LOCAL TRADE OF DEALERS BY A TRAVELING GOOSE — MAGAZINE CAMPAIGN AND TRADE PAPERS HELP — DRAWING CONTEST AND HOW IT WAS WORKED.

The convincing answer to the "direct-from-the-shoulder" advertisers, who may be criticising, is that it works. The immense figure of a Red Goose and a contest among school children in drawing this red goose have been the central points of a promotion campaign for a brand of shoes made for school children by the Friedman-Shelby Company, of St. Louis. The Root Newspaper Association states that following this publicity the business of some of the stores increased 100 per cent.

This has been a distinctly co-operative advertising campaign, with and through the dealer handling the line. The scheme revolves around a sales plan designed to get people coming to the store, explicitly interested in the Red Goose School Shoe. The big Red Goose furnished the dealer is rigged over a boy who "totes" it about town, parading conspicuous corners and visiting the schools. Inasmuch as the children have received circulars announcing a prize contest for drawing the goose, they are, of course, keenly interested. What is more, the parents presumably are ready to lend advice and help to the children in the drawing.

After the drawings are completed they are taken to the store of the local dealer. As the children were usually accompanied by their parents or some other grown person, the dealer has had a number of crowded days, to the profit of not only Red Goose Shoes, but also his other lines. At one store more than 10,000 drawings were submitted.

Every child who brings a drawing into the store receives a cut-out figure of the Goose, which is the trade-mark, and two booklets,

"The Story of the Red Goose" and the "Red Goose Book."

The Root Newspaper Association has this to say about results: "The campaign has brought about an astonishing increase in the sale of this particular line of shoes, has opened a large number of new accounts, has largely increased the sales to old customers and in every way has had a stimulating effect on the business."

The trade has been kept in touch with developments by full pages, double pages and even four-page



inserts in the *Dry-Goods Economist*, the *Dry-Goods Reporter*, the *Dry-Goodsman*, the *Twin Cities Commercial Bulletin*, the *Shoe and Leather Gazette*, and *Boot and Shoe Recorder*.

Now that the various cities have been gingered up the shoe manufacturing company is beginning to advertise in the national mediums. The copy, which begins to run in July, announces a national drawing contest. The magazines carrying the business are the *Delineator*, *St. Nicholas*, *Designer*, *Woman's Home Companion*, *Ladies' Home Journal*, *New Idea*, and *American Boy*.

A "Home Betterment Number," dated July 2d, is being planned by the Orange Judd Weeklies.

SIGN POSTS AND DANGER SIGNALS IN ADVERTISING.

UNREASONABLE EXPECTATIONS OF SOME AMBITIOUS NEW ADVERTISERS—CONDITIONS THAT NEED TO BE RIGHT—DANGERS IN SCHEMES AND SPECTACULAR ADVERTISING—EXTRACTS FROM ADDRESS TO COMMERCIAL CLUB, PHILADELPHIA.

By Richard A. Foley.

President, Foley Advertising Agency, Philadelphia.

Don't believe that advertising will work miracles. Don't imagine that you can invest \$100 in it to-day and get your money back to-morrow or next week. Don't fall a victim to the fallacy that because twenty or thirty years ago a man could put a soap on the market, by making it in his cellar, advertising it \$50 worth a month, gradually increasing the sum until now he has a gigantic business, that you can do the same. Twenty or thirty years ago you could buy Market street or Chestnut street property for a song compared to what it would cost to-day, and the sites upon which you may now erect advertising successes have increased in cost just as much, for the simple reason that advertising successes now bring a correspondingly increased revenue.

One of the most frequent propositions brought to us is something like this: A invents a hair grower or a cough cure. B is a friend of his with a hundred dollars or so in bank and some friends "with capital." A proves to B that he has a good article. They form a company, unincorporated, with a high-sounding name. They get a printer, C, a friend of B's, to print labels, circulars, and so forth, and take a twenty per cent interest in the business in exchange. Then A and B rake around and get five or six friends to put in \$50 each, and the capitalistic friends of B say: "Now, try this thing out in a small way—if you make good with it—if you can show good returns with the first few hundred dollars, we will give or get

you all the money you want—\$30,000 or \$40,000 if you need it."

Of course, these generous gentlemen want 50 or 60 per cent of the proposition. They really risk about \$200. If that accomplishes the miracle they exact, they'll never need any \$30,000 or \$40,000. What would they do with it? If \$100 spent in advertising will earn itself and \$50 more, in net profits, that means a hustling little *gross* business. Still more important, it means that the original hundred and the \$250 it has produced, will, even, not allowing for the increased power of the increased appropriation, bring back \$375 more. Figure it out some time—in a year they'd have all the currency in the United States—and every man, woman and child would be living upon, breathing, eating, sleeping, working for A's cough syrup or hair renewer.

Yet A and B visit us or some other advertising agency. They have a big proposition, they tell the guardian of the outer portal. They will not see anyone but the head of the concern, they won't waste time with the gentleman at the head of your planning and copy department who is personally handling accounts running into a hundred thousand dollars or more a year. Their proposition is too big for that.

"What could be done in a year on \$30,000 or \$40,000 advertising?" is usually the question. It looks interesting and I give them to the best of my ability a careful, thorough answer. Then, little by little, I extract the story. "We can get all the money we want if we can make good on a \$200 appropriation," they say. "Understand, we don't want a cent of profit for six months—we will put back all we make *right into advertising*—just like that. They are dumbfounded when I advise them to keep their money and devote their energies to something else.

You might as well erect one wall of an office building, no floors, and expect to get enough rent out of that wall to complete your building, as to expect an

inadequate organization or a picayune advertising fund to bring success commercially.

It would be equally foolish to erect a twenty-story building in a small town and expect it to pay; or to put up half a dozen buildings in a large city where there was need for only one, and look for 6, 8 or 10 per cent on the investment. There is such a thing, in other words, as spending too much money in advertising an article for which there is only a small market; and in over-advertising even an article of general appeal.

A great deal of this wasted money goes into the wrong publications, or is used at the wrong time or in the wrong way.

The well-equipped advertising manager or advertising agent, before opening publicity work, will want to know that the market conditions are right—and ripe—for the launching of the product or the enterprise. He will want to be sure that the channels of distribution are well opened up;

he will want to feel certain that his article or his proposition has merit; that the sales methods are right; and if he be a really scientific advertising and merchandising man he will want to be sure that back of it all exists a well-defined policy—in a word, a basic business-building plan. Because some of these features have been slighted, or were established upon false premises, many an advertising campaign, excellent in copy, in illustrations, or in "work on the trade," has gone wrong. Ordinarily fair copy has a better chance to achieve successful results if backed by a good business policy and sales plan than perfect copy, supported by only loosely planned merchandising or a half-hearted business organization.

You can't carry the public by storm nowadays. Over-advertising won't accomplish it. Perhaps a prospector, by a fortunate tap of his hammer or drive of his pick, may become virtually a millionaire in a moment, but busi-

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency

Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

ness fortunes are not gained by chance or hazard, or get-rich-quick publicity methods, but by sensible, clear-headed, persistent efforts—above all, persistent; although if, with persistence, there be united force and originality, success comes the sooner.

While Sunny Jim was eating his way through a quarter of a million dollars or more advertising appropriation there was a concern up at Niagara Falls making a breakfast food and advertising it in a sane, sensible, persistent manner. Freak advertising seemed to be the rage, in many quarters, but these gentlemen went right on in the even tenor of their way.

The food that gives you sustenance is not to be joked or versified into your stomach.

A Philadelphia baking concern, for two or three years, advertised by what we call "stunts." It gave away gold rings to sell pound cake. It printed "clock" dials on the face of its cartons and when you got the twelve hours you got a prize. Its advertising representatives endowed some of their wafers with human attributes, gave them arms and legs and had them talking to the public in the newspapers. In all this imaging of extraneous and meretricious advertising the public lost sight of the quality of the goods—a man or woman might say, "What a clever"—or "What an unusual—advertisement!" and then, very likely, tell the grocer to deliver something else—some article in which the advertising had *convinced them*, as sane, sensible human beings, of the *quality of the goods and their daily need of them*. This firm thought advertising was a gamble, but we proved otherwise to their satisfaction.

Perhaps you recall that an Illinois Cereal Company sent a corps of girls to various cities, a few years ago, and sent them in carriages along the main streets, dressed in red, white and blue; following this up with visits to different sections of the city on different days, to distribute dollars here and there to housekeep-

ers who happened to have that cereal on hand. You may also recall that within a year that company went into the hands of a receiver.

It is a common failing of advertisers, and of agents who ought to know better, to spend money on some bizarre character or queer scheme or "series" on the belief that this will firmly fix the minds of readers upon the product. This is a mistake, proved so by scores of experiences. The public is fickle. It has its own affairs to think about at home and in business. If it can be brought to remember the *name of a product*, its quality and its value—this is *all* that can be expected or asked. Try to engage its attention permanently on an extraneous scheme, or character, or "stunt," and you give your advertising appropriation double work to do.

Your advertising must be fresh, constantly; and seasonable. If you have a freak idea running through it or a Sunny Jim constantly in view, people will say, "The same old thing," after a while and pass it by.

Do not take from this that *uniformity* of style, or adherence to publicity policy, once it is proved good, is not the proper thing. But it must be uniformity of method and policy and general typographical effect, rather than repetition of one idea. Indeed, many advertisers have found that a complete change of layout, of type, of make-up and style in their advertising every few years means directly traceable increased results.

The sign posts to advertising success are, then, clear thinking, throwing aside unessential things, formulating proper methods with experience and natural endowment, mediums that reach the right quality of people with the right influence at the least cost per thousand, watching every detail—and finally that intangible personal equation—the ability and intuition of the advertising man.

The August number of Munsey's will contain an article on the automobile industry by Isaac F. Marcossou.

In the days when the old New York Post Office



New York's Post Office
in the early fifties.

was considered a large and commodious structure—"1847 ROGERS BROS." silver plate was already famous for its durability and beauty.

❏ Is it not exceptional to look *back* 63 years upon a trade mark? Is it to be wondered, in consequence, that to-day the makers of this brand of Silver Plate are the largest producers of silverware—sterling and plate—in the world?

❏ What part in the development of this enormous business could *you* credit to 20 years and more consistent trade mark advertising?

In 1847
The typographer—
the typewriter's
ancestor—was
invented.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)
MERIDEN, CONN.

A Logical, Steady Make-Good

is shown by these figures—

In the twelve issues from August 1909 to July 1910 the advertising carried in Good Housekeeping Magazine increased 46,284 agate lines over the corresponding previous year.

No "entire appropriations" have been absorbed. No spectacular editorial features have been exploited. The magazine has simply followed its steady course of supplying the home-maker with the facts and inspiration she needs in her work.

Under these circumstances this gain of nearly 25% means a notable "make-good" on the part of the magazine. It also means a growing appreciation of the fact that Good Housekeeping Magazine is an essential part of every advertising campaign directed to the average woman head of the average American household.

There is no waste to this circulation.

Present rate, \$300 per page

GOOD HOUSEKEEPING MAGAZINE

New York

Springfield, Mass.

Chicago

GETTING DEALERS TO USE ADVERTISING MATTER.

DRUG MAN COMES BACK AT RECENT ARTICLE IN "PRINTERS' INK"—AUTHOR'S REPLY WITH DEFINITE EXPERIENCE—LAX USE OF GOOD OPPORTUNITIES TO DEVELOP BUSINESS.

By H. M. Horr,

Advertising Manager "Dioxogen," Oakland Chemical Co., New York.

I was recently interested to note an article in *Spatula*, the drug trade paper, on the subject of advertising matter sent to druggists, which was an answer to my article of some time ago in *PRINTERS' INK*, in which I maintained that only such dealers should be sent advertising matter who have invested enough of their capital in the product to make them interested in the sale. The answer of the drug man is, in part:

From his presentation of the case, it looks as if the dealer were a thief and a robber, as if he were drawing upon the general advertiser for tons of printed matter that he only wanted for the purpose of throwing it out the back door.

We would like to show this advertising man a fully representative line of samples of the kind of literature that comes to a drug store in the course of a year, even now in this day of good advertising. This matter comes unsolicited—sent without any desire upon the part of the dealer to have it, and often sent to dealers who do not handle the goods mentioned and who have no reason for caring to develop trade on them at the expense of stock already in the store and paid for.

Booklets printed on the poorest of stock, filled with indecent testimonials, show cards that are nothing more than printer's mistakes, counter wrappers that will not wrap anything without tearing at every corner, all these and plenty more come along express paid and the shipper thinks because he sent them he has a claim upon the dealer to load up parcels with them.

Unsolicited advertising matter is much like unsolicited advice. It is not wanted and no attention is paid to it when one gets it. Also it is worth just about what it costs. We recommend the manufacturer who wants to interest the dealer to find out first whether the dealer wants to be interested. Then get an advertising matter that will be a credit to the man who puts it out and to the concern whose goods it advertises.

We do not believe that the druggist who writes to a manufacturer asking for advertising matter does so in mere idle curiosity. He does it because he wants to move goods that are standing on his shelves. If the advertising turns out to be of good quality it will be used,

but if it proves to be cheap and worthless it will go where it belongs and where it will do the least harm.

The retail druggist has reached a point where he knows something about advertising himself and does not take it for granted that anything that is printed matter will help sell goods.

As the writer evidently strongly disagrees with my conclusions, I am placing in his hands, by letter, the following facts, which were the basis of my article in *PRINTERS' INK*, and which I believe will interest other advertisers who are confronted with the same difficulties.

In the first place, the advertising matter which we furnish the dealer for Dioxogen cannot be classed with the cheap stuff to which he refers. It is all rather attractive, and certainly most of it very expensive. The list includes a ten-color lithographed window cut out which, in lots of 5,000, costs us \$1.10 each. We have equally attractive hangers, counter displays, booklets and emergency cards, and I do not believe that a more attractive line of dealers' advertising matter is offered to the trade by any other manufacturer.

We recently did some special advertising in newspapers of some of the larger cities, and, in connection therewith, we wrote the druggists in those cities, offering to send them such advertising matter as they might select themselves for window display and special store advertising, just at the time our newspaper work was running. We sent these druggists a complete list of the advertising matter referred to, and asked those who were interested to check the items which they wanted, stating how many to send and how the booklets, etc., were to be imprinted. In this request blank was a positive agreement on their part to use the advertising matter we furnished.

Under the above plan would you not suppose that every dealer who sent us one of those blanks and checked the advertising matter wanted, would use everything we sent them? As a matter of fact, however, we had our salesmen follow up these requests after the shipments had been made by prepaid express, and as the result of

Pictorial Review

If women bought advertising space, we would be compelled to leave business out of the Fall issues.

Any woman would certainly appreciate and couldn't resist the bargain value of

**600,000 circulation
for \$2.00 a line**

200,000 excess circulation

over and above the guarantee on which the rate was based.

The rate in all publications of our class is based on a charge of at least 50c. a line per hundred thousand, and our rate is increased to \$3.00 a line with the Feb. 1911 issue. But for the months August 1910 to January 1911, inclusive, you can buy it for practically 33c. a line per hundred thousand.

Get expert advice—ask the women of your own household about PICTORIAL REVIEW.

**The Pictorial Review
Adv. Bureau**

(Paul Block, Inc.)

290 Fifth Avenue, New York

Steger Building, Chicago

their investigation they found that less than 20 per cent of the dealers who had made these requests were using the advertising matter sent them. Of the 80 per cent who did not use them the following are examples of facts as they were found to exist:

Some said the advertising matter would be used, but they hadn't got around to it (although the newspaper advertising had then been finished).

Some of them hadn't even opened the express package containing the advertising matter, and our salesmen found the unopened package in the back room along with a good many other similar packages of advertising matter sent them by other manufacturers.

Some disclaimed any knowledge of having requested the advertising matter, and were very much surprised when our salesman showed them their own signature on our blank.

In some cases no trace could be found of the advertising matter, although the Express Co. had the dealer's receipt for delivery. In these cases the dealer invariably made the statement that the package did not arrive.

A number of cases were found where the dealer had requested the advertising matter, had placed it in his window, but not having a single bottle of Dioxogen in stock had simply used the window display to attract people into his store for the purpose of selling them some substitute.

The Oakland Chemical Co. does not send advertising matter to dealers except upon request, and even then we must know something about the nature of the store, and satisfy ourselves that the advertising matter will be used. I feel very sure that every statement made in my recent article in PRINTERS' INK was absolutely true, and that thousands of dollars are being wasted by manufacturers in advertising matter which in itself is attractive, but which the dealer does not use.

I would admit that in many cases his reasons for not using the advertising matter is because

of its poor quality, but there are many more cases where the advertising matter is all right, and is simply neglected by the dealer. Dealers seem to have the idea that such advertising matter, being given away liberally by the manufacturer, cannot cost much, and they do not give it the importance that it merits. The manufacturers themselves are largely to blame for this condition, because they have been altogether too liberal and not careful enough in the distribution of dealers' advertising.

There is a point of view in this matter which deserves more careful investigation than the *Spatula* critic has given it. Theoretically his ideas on the subject should be absolutely right, but practically they are absolutely wrong, as can be proven by any careful investigation of the disinterested party.

My idea is that unless the dealer has a financial interest in the article in question he does not pay much attention to the advertising matter, and does not remember that it costs the manufacturer a considerable sum.

"CHRISTIAN HERALD" INCORPORATES.

Under the laws of the State of New Jersey the *Christian Herald* has just been incorporated. The capital stock is given as \$525,000. The following are the officials and incorporators: Otto Koenig, president and treasurer; George H. Sanderson, vice-president; Theodore Waters, secretary; John R. Turner and P. H. Noyes. To meet the requirements of the Jersey law an office has been opened at 15 Exchange Place, Jersey City. Mr. Koenig, as is well known, is the advertising manager of the *Christian Herald*.

SIX-POINT LEAGUE ELECTS OFFICERS.

On June 3d the Six-Point League, the New York Special Agents' organization, met and elected the following officers for the coming year: T. L. Conklin, president; J. P. McKinney, vice-president; Dan A. Carroll, secretary; L. J. Benjamin, treasurer. The executive committee, each to serve for one year, was elected as follows: F. St. John Richards, S. C. Williams, A. M. Knox, H. E. Crall, M. D. Hunton, R. J. Shannon, Paul Block.



The sworn net average circulation of the SYRACUSE EVENING JOURNAL for the month of May 1910 was 33,632 copies. Of this 21,044 were in the city of Syracuse and 12,588 were outside.

Isn't that plain English?

It also means that the SYRACUSE EVENING JOURNAL has passed its afternoon contemporary in the race, and is creeping up so uncomfortably close on the morning paper's total* that it isn't sitting as gracefully and jauntily in the saddle as of yore.

For instance, please read the advertisement on page 79 of the June 9 issue of Printers' Ink.

And interpret it;

And analyze it;

And weigh the results.

The SYRACUSE EVENING JOURNAL has taken front rank among that city's excellent newspapers.

*THE JOURNAL already leads it in the city.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.



WHERE FARMERS BUY

Letters like this from a Pennsylvania farmer help to make clear the secret of the FARM JOURNAL'S singular power of bringing large returns:

"I could not do without the Farm Journal. I find the advertisements all reliable, and as Harriet (that is my wife) and I are milking 14 cows and buying milk from 27 more cows, you can understand how much help we get from the Farm Journal.

"We do not make butter the old-fashioned way, but have a DeLaval Separator, which we run with a Bay State Gasoline Engine; also do our own churning and grind our feed with it. By the way, we got our feed mill through an advertisement in your paper. We have 32 head of cattle, a small flock of sheep, about 50 chickens, and two horses.

"F. O. CARDOT."

Advertisers who keep a record of results nearly always find the FARM JOURNAL far ahead of other mediums. In order therefore to get them to keep such a record, we have prepared a handy little advertising record book, to show names of papers used, dates of insertion, space, cost, replies, sales, etc., which we send free to agricultural advertisers on request.

Do you know which mediums pay?

Forms for August close July 5th. \$3.50 per line for over 750,000.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

WHICH — TO ILLUSTRATE OR NOT TO ILLUSTRATE THE GOODS?

SOME INTERESTING QUESTIONS INVOLVED—THOMAS CORT, SHOE ADVERTISER, HAS SPECIAL REASON FOR OMITTING ILLUSTRATION — CONTRARY EXPERIENCES — "RIPPLETTE'S" METHODS.

By Jerome De Wolff.

Entirely outside the somewhat academic discussion of pictures vs. text in advertising, is the separate and distinct problem of illustrating the goods. To illustrate or not to illustrate—aye, there's the rub.

All the noble leaders and pioneers of advertising have held from the earliest days with elocutionary vigor that advertising is displaying your goods, and that pictures can do on paper what window displays can do in stores.

Yet there is a considerable body of advertisers who have developed peculiar ideas on this subject. The largest class is that of the ultra-fashionable retailers and manufacturers, from Tiffany down. They steadfastly refuse to run pictures.

One might think that the prime reason why many advertisers do this is to copy the advertising methods of Tiffany, Gorham and a few others of acknowledged exclusiveness. The inner explanation is a holy horror of losing caste. "Heavens, we don't want to put an illustration of our gowns, shoes, or millinery into our ads," they will exclaim. "Do you know what would result? We might have a crowd of people—we don't like crowds, anyway, you know—rushing in here, our ad in their hands, and explaining that they want gowns, shoes, millinery like the illustration. We don't want

to be dictated to as to what we shall bring out and show them or sell them. We want to do the selecting, the showing and the selling. That, we believe, is the only way to be 'exclusive.'"

Or take it along a little different line. Thomas Cort, Inc., of Newark, N. J., is now doing considerable advertising of a high-grade line of ready-to-wear, custom-made shoes. The copy is being run in the highest-grade publications, usually in preferred position. The Cort shoes are made to sell for from \$8 to \$14 a pair. The advertising started in February of this year. According to Mr. Tonkin, an official of the concern, the reason why no illustrations have been used in connection with his series of ads is the fact that it is perfectly possible to prepare cuts which will make a \$3.50 pair of shoes look just as good as a pair of \$14 Cort-makes. Whether the plate-makers of the present will be willing to admit that they cannot reproduce on paper the gradations of quality of every class of goods is undoubtedly a matter for discussion. At any rate, following out his theory, Mr. Tonkin had James Howard Kohler, of Chicago, the agent who handles his account, prepare a silhouette of a shoe-sole, and this has invariably appeared in all the Cort advertising to date and no change is expected in the future.

Although but one lone dealer inquiry has been received in four months, Mr. Tonkin explains that he is not over anxious about returns upon his advertising before December at the earliest, inasmuch as he believes it will naturally take that long to attain its efficiency. One of the objects of the series is to get better distribution and establish more Cort agents all over the country.



A VERY COMPLETE ILLUSTRATION OF THE GOODS.

Whether all this aversion to illustration is squeamishness, or is founded on real fact, is a matter that does not seem to be settled. A majority of indications seem to point toward the illustration of the goods wherever possible. The logic of the matter is unassailable, and only for goods of radical exclusiveness does there seem to be

The Most Particular Shoe Buyers

in the world are wearing either shoes made to their individual measurement, or the same kind and quality of shoes made by



and offered, ready to wear, through the best boot shops in leading cities.

More of such buyers, each day, are learning that our service in custom qualities ready to wear is superior in many ways to the plan of individual measurement—entirely aside from the saving in time and money involved.

"Cort" shoes—always of custom quality and correctness—fetch from 8 to 15 dollars at retail.

Let us tell you where they may be had.

THOMAS CORT, INC.
NEWARK, N. J.

CORT SHOES MAY BE HAD IN PARIS FROM
J. B. LOUIS BOULADOU 39 RUE DE CHAILLOT

SHOE ADVERTISER WHO DOESN'T BELIEVE
IN ILLUSTRATING THE GOODS.

even a gleam of justification for refusal to show what the goods look like. Even these might much improve their results if they employed art work really in keeping with their pretensions.

"The prospective buyer of personal apparel, whether it be millinery, gowns, shoes or what-not, or whether he or she be of the 'classes' or of the 'masses,' instinctively wants to have some idea as to what advertised goods look like before going to a shop and asking for them," says an experienced merchandiser. "They want to see pictures and be able to say to themselves: 'I know my foot would look stylish in that

swell pair of shoes,' or 'I'm positive I'd look chic in a hat or gown like the one illustrated here.' It should be remembered that the feminine portion of the buying public especially has little use for business arguments."

Perhaps no better illustration, by way of comparison between the illustrated ad and the unillustrated ad, and one, by the way, bearing directly upon the Thomas Cort experiment, is at hand in the case of a certain other dealer in high-grade shoes who recently took space in *Vogue*. He preferred not to use any illustrations, in spite of the fact that practically every competitor, such as William Bernstein, Andrew Alexander and J. & J. Slater, was using high-class illustrations freely. The dealer was urged to use at least one illustration, but persistently refused, preparing carefully hand-lettered copy. The results were naturally awaited with great interest. Where the advertisers who used illustrations had excellent returns, the dealer who preferred to run solid talk found practically no return for the money he had spent!

A rather exceptional example of ingenious and graphic illustration of the goods is found in the advertising being put out by Bliss, Fabyan & Co., Boston, exploiting Ripplette Cotton Fabric. It not only illustrates strikingly various types of the fabric but shows very accurately how the latter looks when made up in a dress—two matters of great moment to Milady. And, inasmuch as the "proof of the pudding is in the eating," it is a fact of note that this series has pulled most satisfactorily.

The Chicago Advertising Golfers' Association, which in the future is to be known as the Western Advertising Golfers' Association, held its first 1916 tournament May 24th. The winner was W. J. McDonald, of the David C. Cook Publishing Company. Gilbert T. Hodges, Western representative of the Munsey publications, made the low score. Over sixty players took part.

Present officers of the association are: R. T. Stanton, *Century Magazine*, president; E. E. Critchfield, *Long-Critchfield Agency*, first vice president; Wm. Thompson, second vice-president; C. H. Farley, *Curtis Publishing Company*, treasurer; Gilbert T. Hodges, *Munsey publications*, secretary.

STOP!

LOOK!

LISTEN!

PARIS MODES

is to be merged with

Every Woman's
Magazine

with the August 1910 issue

The size will be that of Every Woman's, which is practically the size of Modern Priscilla and Pictorial Review. The fashion features of Paris Modes and the general magazine features of Every Woman's will be retained. The magazine will be printed on high-grade super, the covers in colors on heavy coated stock. Extra color work will also be used on the inside. The magazine will be a revelation of just how much can be accomplished in a fifty-cent magazine.

One More Month At the Old Rate

You have an opportunity to test out the pulling qualities of the merged publications at 50 cents a line, if you send us an order for September space before July 15th. Circulation, guaranteed, 225,000.

\$1.00 A Line Effective With October

with 10% discount on one-quarter pages or more.

Contracts received by us before October 15th, 1910, may carry the \$1.00 rate for all months of 1911. This is very special, inasmuch as the rate will be advanced within the next twelve months.

It is our intention to put a copy of the August issue into the hands of every advertising man in the country. Perhaps we shall miss a few. If you do not receive it before July 20th, we shall consider it a favor if you will let us know about it.

Don't forget September at 50 cents a line.

Every Woman's Magazine
36 West 24th Street, New YorkEastern Representative

W. C. KIMBALL, Inc.
1 Madison Avenue, New York
6 Beacon Street, Boston

Western Representative

W. J. MACDONALD
First National Bank Building
Chicago

WHAT THE AGENT CANNOT BE EXPECTED TO KNOW.

REPLY TO CHERRY ARTICLE—SOLICITORS NOT SUPPOSED TO GIVE EXPERT BUSINESS COUNSEL, BUT SELL THE TALENT OF THE ORGANIZATION AND ITS SERVICE.

By George C. Sherman,
President Sherman & Bryan, Advertising Agents, New York City.

The article, "What the Agent Does Not Know," by Walter Barnes Cherry, advertising manager of the Merrell-Soule Company, manufacturers of None-Such Mince Meats, etc., which recently appeared in *PRINTERS' INK*, is very interesting reading for us.

He asks some straight questions which demand straight answers: "Is there any such thing as agency 'trade aid'? Is there a well-known agency to-day handling the business of large national advertisers in various lines like clothing, etc., which has any proper conception of the trade end of the accounts it is promoting? What agencies maintain commercial investigators who know the 'retail game'?"

A good agency is seldom on the defensive, and, of course, it should never be offensive, but the successful agency is aggressive, wide-awake, and has the courage of its convictions, and this spirit should be manifested by its solicitors.

But even good agencies are not gifted with any miraculous power to take in at one sweeping glance any more than a bird's-eye view of the proposition before it, and neither can its solicitors be expected to have any such unusual power. Like all students, an advertising agency must at some time learn the primary facts about the business, the advertising account of which it seeks to obtain, and, unless an agency solicitor has been closely and personally identified with that particular business, he cannot, we submit, be expected to know intimately the details of manufacture before he has had the opportunity for gaining such knowledge through study or association.

Judging from Mr. Cherry's ar-

ticle, the offense seems to be that the solicitors who have interviewed him have been trying to dig business for their agencies, which, we hold, is a laudable ambition when intelligently guided; but Mr. Cherry offers a clue, namely: That the solicitor who would be most likely to obtain the None-Such Mince Meat advertising account is the one who straightway purchases a package of None-Such Mince Meat and dissects it to find out its fine points, and also studies the nice features of the package before he interviews Mr. Cherry. How far these investigations should be pursued, is a question without an answer, but, judging other good agencies by ourselves, we do not think that they want their solicitors to spend much time in such investigations, which, in our own case, belong entirely within the province of special investigators in our organization.

The duty of our solicitors is primarily to present to a manufacturer a comprehensive knowledge of the equipment of this agency for handling his business, and to establish in the manufacturer's mind, if possible, a belief and interest in our capabilities and integrity, which, because of lack of information, may not have existed in the manufacturer's mind before.

While our organization is composed of individuals, our solicitors are not expected as individuals to "promote" the business of any house whose advertising account they solicit, nor to offer any definite advertising plan on the spur of the moment. That is not a solicitor's work, but, as stated above, his duty is to endeavor to form a connection between the manufacturer and the agency. After such a connection has been formed, then our agency organization gets in close touch with the manufacturer through the medium of the proper individual in our organization. The manufacturer is then expected in turn to give our agency every possible opportunity for learning the things necessary for us to know in order to advertise intelligently the product to the public.

As long as Mr. Cherry harbors

erroneous impressions about advertising agencies such as we feel he now holds, he will never succeed in obtaining the hearty co-operation and "trade aid" which every first-class agency is eager to render its clients.

The difficulties that surround the "trade end" referred to in Mr. Cherry's article can only be learned through information given by the manufacturer whose course in the school of experience in handling his own peculiar trade problems has taught him the valuable and otherwise impossible-to-learn lessons.

We are quite sure that Mr. Cherry can easily obtain information regarding the methods and processes employed by good advertising agencies in preparing advertising campaigns and carrying them forward successfully; but, if he takes the position, as unfortunately so many advertising managers do, that an agency should be gifted with intuitive knowledge of the whys and wherefores of any manufacturing business before it has had the opportunity of studying and learning them, we predict that no agency can serve Mr. Cherry to his satisfaction, for, to our knowledge, there are "none such" agencies in existence.

SUDDEN CROP OF CHICAGO COMMERCIAL PAPERS.

A new daily financial and business newspaper made its first appearance in Chicago June 15th, the *Commercial Times*. The decision to publish the *Times* only came after careful investigation of the situation, and of the need in Chicago for a business paper. It is interesting, in this connection, to note that William R. Hearst has more recently announced that he intends to publish a Chicago financial daily as well, to be called the *Commercial Journal*. The *Tribune* has joined the movement with a special commercial section.

The Detroit Industrial Exposition, which is to be held under the auspices of the Detroit Board of Commerce, will come June 20th to July 6th. The exposition, it is said, will be a monster civic event. The exposition will be a miniature world's fair. It will include an automobile show, a food fair, a machinery display, a furniture exhibit, an electrical show and interesting exhibits of other lines of production for which Detroit is famous.

A Point Some Advertisers Overlook

¶ Though Collier's advertising revenue is the third largest in the entire list of general periodicals, there is a stronger reason than that why an advertiser wishing to reach the better class of American homes should put it at the top of his list.

¶ I refer to the fact that its subscribers pay more, in the aggregate, for Collier's than is paid for any other periodical anywhere. They pay three times as much toward its maintenance as the advertisers do.

¶ Is there any other periodical whose subscribers pay even half again as much as its advertisers? Think of it a moment.

E. L. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY

Our Translation Bureau Adds Twenty per cent. to your Available Market

IT puts the story of your product into the mother-tongue of Fourteen Million foreign-language Americans. Makes them familiar with it in the speech they use every day.

Not the stiff hack-work "translation" usually known, but the natural, easy style of the educated business man who lives with the people you are trying to reach—who thinks their thoughts and speaks their language.

Our Translation Bureau is at the service of every advertiser whose product is admitted to the columns of the newspapers allied into the American Association of Foreign-Language Newspapers.

There are 321 of these newspapers—printed in 24 different languages, and covering the United States and Canada with their circulation. Their individual sworn circulations range from 200,000 to 5000. No paper with less than 5000 circulation is eligible to membership in the Association.

For advice on merchandising in this foreign-language field—address

Louis N. Hammerling

President

**American Association of Foreign-
Language Newspapers**

World Building, New York

THE SANATOGEN CAMPAIGN AND THE USE OF TESTIMONIALS.

FAMOUS NAMES AND HOW THEIR RECOMMENDATIONS WERE SECURED—BIG NEWSPAPER AND MAGAZINE SPACE USED—COPY POSITIVE AND CONSTRUCTIVE.

A number of advertising men were discussing the old subject of the testimonial in advertising.

"I can't help discounting testimonials the moment I catch sight of them," one said. "If anything, they tend to turn me against the article to which they relate. I never write testimonials myself, and I can't imagine any intelligent or busy man doing so, especially in these days, when there are so many rival brands of almost equal merit in most lines of goods."

By way of answer an advertising manager of a prominent concern pulled a letter from his pocket and read it. It was from a Harvard graduate. The note was couched in terms of the highest praise of the article, and there could be no question but that it was heartfelt and that the testimonial was sent unsolicited.

There can be little doubt that the heyday of the trustworthy testimonial has passed. There have been those who have taken advantage of the testimonial. But it is a fact that there are still hundreds of people of brains who are willing to write testimonials which are sincere, just the same as there are people who send for samples and literature, although many who do not do so cannot conceive, as a rule, how others can.

One of the most notable contemporaneous instances of the successful employment of the testimonial in high-class advertising is to be found in the case of Sanatogen, the "food- tonic," now being extensively advertised and marketed by the Bauer Chemical Company, New York.

The Sanatogen advertising is following upon the heels of a period of persistent effort along distribution lines of two or three years. Sanatogen came to this country for the first time in the fall of 1907 from Germany. It had behind it the cumulative force of a long period of endorsement by the highest medical authorities abroad. American distribution was gained through the physicians. But even there the value of the testimonial was placed very high and such endorsements were made use of at every possible turn.

A large proportion of the American physicians knew something about Sanatogen, to begin with, the result of its reputation across the water. But, whether they had or no, they all had great respect for the great medical journals of Europe, such as *The Lancet*, *The British Medical Journal*, *Deutsche Medizinische Wochenschrift*, etc., and when quotations from those journals, mentioning Sanatogen in the highest terms, were sent them, along with samples, it made a strong impression. Again, the testimony of no less than nine physicians to royalty, including the physicians to the King of England, to the King of Italy, to the Czar of Russia, to the King of Saxony, to the Emperor of Austria, etc., came with considerable force behind it. These physicians to royalty are said to express their views upon medical preparations but seldom, if at all.

Little by little, and then by leaps and bounds, as they gathered faith in Sanatogen, the physicians were brought to the point of prescribing Sanatogen for their patients, who, in turn, made their demand upon the druggists, who, in turn, saw the necessity of stocking up.

It was deemed best to wait until a well-nigh perfect distribution all over the country was effected before



ONE OF THE NEWS-PAPER SERIES.

Sanatogen was advertised to the public.

Says F. W. Hehmeyer, of the Bauer Chemical Company, in this connection: "It should be explained that the nature of Sanatogen, being a food-tonic and devoid of any harmful or habit-forming properties, makes its use entirely safe in the hands of the laity, so that there can be no objection on 'ethical' grounds when offered direct to the laity. On the other hand, the owners continue to advertise Sanatogen to physicians, and, while there has been some slight evidence of resentment in certain quarters of the profession, the great bulk of the

number is being increased all the time. There has been a decided leaning toward the religious publications, many of the latter receiving contracts. Preferred positions have been the general rule, especially those next to reading. To-day the general Sanatogen rule in magazine advertising is to take full pages—nothing less. Sanatogen is one of the few medical propositions which the leading magazines have accepted—and one of the reasons for accepting Sanatogen is the optimistic and positive style of copy, so different from the average medical copy.

The newspaper advertising has been of the concentrated order. The start was made in New York City. Subsequently the leading newspapers of a score or more of the larger cities have been added to the Sanatogen string.

Throughout all this advertising the testimonial has played a leading part. The way the sales have increased would certainly seem to prove that the public still puts trust in printed testimonials. "The proprietors of Sanatogen have tried to get the favorable testimony of men and women of unquestionable integrity," explains H. K. Stroud, of Frank Seaman, Inc. "We believe everybody will appreciate that such people as Hall Caine, Lady Somerset, Sir Gilbert Parker, Henry Arthur Jones, the Bishop of Bath and Wells, and others across the water, and David Warfield, George Ade, Harrison Fisher and a host more in this country, cannot be bought."

The testimony of the people of the stage, being prominently in the public eye, has been looked upon as particularly valuable. Care has been taken, so it is asserted, not to directly solicit testimonials. If a certain man or woman's testimonials would be considered of great value, the plan, in many cases, has been to send him or her a sample of Sanatogen, after permission to do so had previously been obtained in writing. A month or so later, after a sufficient period for trial had passed, a letter would be sent asking the person if the Sanatogen

Sanatogen
THE FOOD TONIC

A Remarkable Chain of Evidence for Nervous Sufferers

The use of Sanatogen was never so general as it is today. Doctors and chemists have been studying its properties, and their conclusions are in perfect agreement. This explanation lies in the fact that Sanatogen is a food-tonic, and as such it is the only tonic that can be taken by the nervous system without any harmful effects. It is the only tonic that can be taken by the nervous system without any harmful effects. It is the only tonic that can be taken by the nervous system without any harmful effects.

Sanatogen
THE FOOD TONIC

THE BAUER CHEMICAL COMPANY, Union Square, New York
In SALTNEY'S BOOK
WILL INTEREST YOU

WRITE FOR A
FREE COPY

MAGAZINE AD WITH MANY TESTIMONIALS.

physicians, far from objecting to the advertising among the laity, actually approve of it.

"This was forcibly shown in the case of a leading magazine, which, before accepting the Sanatogen copy, sent a letter to one hundred physician subscribers asking their opinion as to the appropriateness of accepting the ad. Out of eighty-two replies received, seventy-six were unreservedly in favor of it.

The advertising was started in October, last year. The magazines came first. To-day about fifty of them are being used and their

had been used. Such a letter called for some reply, and usually brought forth the statement that the use of Sanatogen had been continued with gratifying results.

In every ad a copy of "The Will To Do," an entertaining little book by the physician-author, Dr. Saleeby, which explains the general use of Sanatogen, is offered and each inquiry is followed up in a systematic but not too persistent manner. A series of booklets, each treating of a definite phase of the many uses of Sanatogen, and each written by physicians qualified to write upon the subjects in hand, are offered to those making the first inquiry. In this way the exact mission of Sanatogen, the fitness of its use in each case, is thoroughly made clear to the prospective customer. No unwarranted claims are made and no attempt is ever made to give medical advice in any form. Those asking such advice are referred to their physician as the only proper authority. The proprietors do not prefer to offer Sanatogen as a cure for diseases which come under the jurisdiction of the physician. This policy has been and will be steadfastly held, to, even if it means less business.

An interesting feature of the Sanatogen merchandising plan was the recent announcement, similar, by the way, to that made as regards Dioxogen by the Oakland Chemical Company, namely, that the size of the Sanatogen packages would be increased one-third without any increase in price. The Sanatogen business has prospered, but it is thought that, if some of that prosperity were shared with the public, by giving the latter more for its money, that even larger sales and greater prosperity would result. The goods are maintained in price under the license system, being patented.

If plans materialize, the fund to advertise Arkansas will amount to \$90,000. Of this sum \$50,000 is to be raised by the Arkansas Land Congress and the four principal railroads of the state are each expected to contribute \$10,000.



Our recent PRINTERS' INK talk on the Memphis COMMERCIAL APPEAL in which we pointedly asked: *Why experiment?* was commented on by a couple of Pittsburgh advertisers last week in the presence of the writer.

One of them has lived in Memphis and is well acquainted with the whole situation. The other has never been beyond Cincinnati.

The stranger said: "This talk of covering a big city like that with one newspaper sounds like rot to me." I replied that the COMMERCIAL APPEAL had clearly demonstrated and proven that it reached 94% of the literate homes of the city of Memphis. The 6% remaining could possibly be reached by some other means, but at great proportionate expense." "Oh h—l!" said the other fellow, the ex-resident, "everybody in Memphis who is anybody takes the COMMERCIAL APPEAL—takes it for one or the other of two good Tennessee reasons—because they love it, or because they hate it; because they agree with it or because they don't. I'd just like to see a list of that 6%. Well, I won't say what I think."

And the COMMERCIAL APPEAL, *the South's Greatest Newspaper*, keeps right on growing in power and influence, in circulation and in advertising.

It assures the success of any reasonable Memphis advertising campaign.

"Why experiment?"

SMITH & BUDD CO.

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

THE BUYING TEMPER OF LARGE CITIES.

PECULIAR EXPERIENCE OF "CAEMENTIUM"—NEW YORK RESPONDS LESS THAN OTHER LARGE CITIES—ELECTRIC SIGN NOW TO BE TRIED—HOW THE JOBBERS WERE LANDED.

Here is what bothers Mr. Morrill, New York manager of the Caementium Sales Company: Why is it that, although 1,000 mail orders for this cement come in within three weeks after a half-page advertisement in the *Saturday Evening Post* has appeared, New York City furnishes only ten of this number, while Boston sends fifty and Chicago a hundred?

Mr. Morrill leans to the belief that Greater New Yorkers are peculiarly indifferent to magazine advertising, that they will stand more bombardment in the national publications without showing symptoms than anyone else. With a population ten times that of Boston, this city sends only a fifth as many replies. Certainly New York is horribly callous, or Boston is supersensitive. Mr. Morrill has taken a certain grim interest in watching the slothfulness of the metropolitans. He thinks the magazine copy is at fault: it lacks an electric light attachment that would make the pictures move and the reading-matter change color.

This is why Caementium will appear early in the fall upon a big Broadway electric sign that will move and change color to the heart's content of the jaded metropolitan.

Caementium is an English product. An American company was formed about a year ago and has quickly become naturalized. That is the inference from the statement of the manager that the company is now almost ready to declare a nice dividend.

A few false moves at the start in advertising were only to be expected. Experiments proved that newspaper advertising wasn't the thing at all for Caementium. This product is a cement made of mineral components, and will cause

not only wood but metal to adhere.

The first town converted to Caementium, so to speak, was Boston. Advertising on the elevated platforms and the billboards interested the trade, and an exhibition at a food fair started the demand at a fairly lively rate. Philadelphia also ranks high in the estimation of the Sales Company. It is figured that Philadelphia is what New York is not—a domestic, home-loving town, where the housewife has a desire to make her furniture and her crockery last as long as possible. She is thrifty enough to put broken parts together. Some New Yorker, quick to argue, may here say that broken furniture and smashed crockery are not sure signs of domestic bliss. In fact, sometimes otherwise.

But "be that as it may," Caementium is finding better sales proportionately out of New York than in it. Mr. Morrill says that in his view the thing to do is to create a demand. He is doing this by advertising in the *American*, *Butterick Trio*, *Collier's*, *Cosmopolitan*, *Everybody's*, *Good Housekeeping*, *Harper's Bazar*, *Human Life*, *Ladies' Home Journal*, *Literary Digest*, *McCall's*, *McClure's*, *Munsey's*, *Saturday Evening Post*, *Woman's Home Companion*, and *Youth's Companion*.

Caementium sells through jobbers, and direct to department stores and those drugstores that usually buy at wholesale rates.

During the first few months the jobber was rather reluctant to take on Caementium. He urged that the stores did not ask for it. So the salesmen of the Caementium company circulated among the retail stores in likely towns. They made convincing demonstrations of the cement, and showed how it was a dandy for "repeat" sales, being sure to bring a customer back for more. They acted to so good effect that before long they were carrying orders from retailers to the jobbers. These orders were the "Esquimaux," showing the jobbers that Caementium actually had the demand. This was what helped Caemen-

tium in the trade as much as anything else, aside from the advertising.

Now that the goods are moving along rather briskly, the sales-manager is going to appeal further to that home-loving disposition of Philadelphians and ring them in with a billboard campaign. Cards will also be placed in spaces reserved for them along the tracks, near the stations, of the Reading railroad.

The Caementium experience

seems to ask the question, Does a large city like New York become more jaded and blasé to advertising than other more distinctly home cities?

The officials of the St. Joseph (Mo.) Ad Club are announced as follows for the coming year: Daniel Morton, president; Frank R. Rose, secretary; J. O. Morrow, treasurer. Terms expire 1911—J. A. Aniser, J. B. O'Brien, Jesse Swartz. Terms expire 1912—William F. Uhlman, William A. Bodenhausen, C. D. Radford. Terms expire 1913—J. B. Kerr, L. E. Reid, G. A. Vollmer.

Experienced Copy Man Wanted

We have a good position for an A 1 advertisement writer—one who has had experience with food products preferred. Our agency is growing fast. Over 100 clients. You'll like to work with us. Four men have been with us going on four years. This opportunity is for a man of ability. Amateurs not considered. London is a modern city of 50,000, three hours by rail from Toronto or Detroit. Climate about same as New York State. Living expenses 25 per cent. lower than New York. State age, experience and salary.

McConnell & Fergusson
LONDON, CANADA

A GOOD CIRCULAR LETTER

is one part *writing*—*nine parts* judgment and selling experience. Finding the selling point is one vital part of our task. Hammering it home with incisive clearness and persuasive argument is the other.

It's the *sixth* business sense, and its possession by a writer-salesman enables him to evolve the letter that gets *results*. Three such trained men on our staff. Can we serve you?

The Business Development Company of America
"Writers of Letters that Pull"

119 NASSAU STREET - - - - - NEW YORK CITY
Phone Cortland 5374

Empire Auto Institute

Made a Seven-
Months Com-
parative Test

OF COMFORT

*in which, month after month,
COMFORT paid best of the
50 Magazines and Farm
Papers that carried the ad.*

*Replies from the COM-
FORT ad. were five times
those from the average of
the list, and at about half
the average cost.*

*The Auto Institute ad. is
still running in COMFORT,
now the ninth month.*

The Test Ad.



EARN
\$25.00 to \$50.00 Weekly

In Automobile Business

Chauffeurs, Automobile Salesmen and Repair-
men get big pay for pleasant work because the
demand for trained men exceeds supply.
We have taught hundreds (without mechanical
ability) and we can teach you in ten weeks if
you study a few hours a week. It is interest-
ing, because it's personal. Ask our
efficiency because we are earning \$25.00 weekly or more
in positions we obtained for them.

Send to-day for first lesson—it's free.

Chauffeurs and competent men supplied owners
and managers.

Empire Auto. Institute, 225 Empire Bldg.,
Rochester, N. Y.

The Original Automobile School.

Run Your Advertisement

As a Companion
To That of The
Auto Institute

IN COMFORT

*which is read by more
wealthy, progressive farmers
that can afford autos and
are in the market for all
manner of luxuries, than is
any other one publication.*

*That is why COMFORT is
the best paying medium for
general-publicity and direct-
sales advertising.*

*Can you afford to omit
COMFORT from your list?*

Try

Rochester, N. Y. 4/22/10.

Don't

COMEFORT AUGUSTA MAINE

...ent men supplied owners
and savings.
Can you afford to omit
COMFORT from your list?

Empire Auto. Institute, 225 Empire Bldg.,
Rochester, N. Y.
The Original Automobile School.

The Auto Institute ad. is
still running in COMFORT,
now the ninth month.

Don't
Miss
Last Chance
in August at
\$3.00 a Line
Our Special
Low
Summer
Rate

COMFORT, N. Y. 4/22/10.

COMFORT, Augusta, Maine,

Mr. W. H. Gannett,

Dear Sir:

Out of a list of fifty or sixty magazines and farm papers you are paying better month after month than any of the list we use. The other papers bring replies at a cost of forty-eight to sixty cents while you bring replies at an average cost of thirty cents.

A fact that may be of interest to you is that a great many of the men replying to our ad. in the COMFORT, state that they expect to purchase an automobile and want to take the course for that reason.

If we could find about nine other papers like COMFORT, we would not have to use any other mediums. Respectfully yours,

Empire Automobile Institute,
R. S. Price, Pres.

Try
August
Mid-Summer
Short-Story
COMFORT
The Best
Pulling
Summer
Number

August forms close July 15. Apply through any reliable agency, or send direct to

W. H. GANNETT, Pub., Inc.
Augusta, Maine

CHICAGO OFFICE:
1635 Marquette Bldg.
FRANK H. THOMAS, Representative

NEW YORK OFFICE:
1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

DOES THE FROLICSOME NOTE IN COPY SELL GOODS?

"PRESIDENT" AND "PLEXO". SUSPENDERS TRYING A CARICATURE APPEAL WHICH HAS SUCCEEDED IN FRANCE—EXTENT OF CAMPAIGN—DIFFERENCES IN FRENCH AND AMERICAN ATTITUDES.

By Frank H. Holman.

A sudden deep interest in the methods of antique royalty and heroes for keeping up their trousers seems to have obsessed suspender advertisers.

President Suspenders and also "Plexo" Suspenders have been filling their magazine half pages with caricatures of such men as William the Conqueror, Napoleon, etc., in the hope of stimulating interest in suspenders via the route of historical heroics.

Those with a habit of international reading more than suspect that the scheme, even the drawings, have been imported from *petite* France, where a suspender advertiser has hit off the gay French nation with a series of clever cartoons.

A great many suspenders, it is understood, were sold by this kind of advertising in France.

The question raises itself, however, as to whether there is any sort of parallel between advertising success in France and in America. Popular appreciation of advertising is at a certain stage of development in France, and the French temper is essentially frolicsome. It is easy to conceive that the mere general publicity sold the suspenders.

But in America general publicity for such a product runs against a battery of reason-giving suspender advertising which has put the public in the habit of buying on other im-


pu'ses than humor or caricature. Just what this campaign will bring forth, therefore, in America will be most interesting to analyze.

Knothe Brothers, New York, makers of "Plexo" Suspenders, are giving considerable space to the caricature scheme and have even issued a booklet telling how various lights of history upheld their trousers.

Beginning in January of the present year and continuing until April, which includes the suspender season, Mark Knothe, advertising manager, ran his ads, querying how Napoleon, Caesar and other great men of action kept their trousers up, in the *Saturday Evening Post*, *Munsey's*, *McClure's*, *Everybody's* and *Cosmopolitan*. These ads invariably contained caricature cuts of the great men of history referred to in the question accompanying them, whoever it was—Charlemagne, Daniel Boone, Columbus, Paul Revere, Washington, etc. But the question was never answered in the ad. The curiosity which these questions relative to keeping trousers up was estimated to

create was looked to as the selling appeal. The public is told: "You can get the booklet at the leading men's furnisher of your city."

Those dealers who have taken on the Knothe line have been supplied, not only with the booklets mentioned in the ads, but with charts for window and other display as well, which have explained how the great men of action have kept up their trousers. These booklets and charts say, for instance, that Julius Caesar "wore trousers when on the march, kept up with a leathern sash wound several times around his waist"; that Charlemagne used a stiff, heavy leather harness to support his trousers




**Here's
how
Napoleon
kept
his trousers up.**

Napoleon Bonaparte's familiar pose is with right hand thrust in his coat front. Some think he assumed this pose through force of habit. Not so? As this illustration shows—it was a pose of necessity. There were no suspenders.

**SHIRLEY PRESIDENT
SUSPENDERS**

"In Napoleon's day, if there had been suspenders, he would have worn them. Like ordinary people, Napoleon would have worn a suspender. He carried the weight of what he would on his shoulders and would have never avoided any trousers. (Napoleon's pose is not a pose of necessity. There were no suspenders.)"



The C. C. C. Co.


173 Main Street Albany, Mass.

FROLICKING WITH
HISTORY.

of linked mail; that Columbus used a drawstring; that Napoleon "had had his trousers made so tight that it took two men to get them off"; that Daniel Boone used a leathern thong, etc. There is also a word about the etymology of "trousers" and "suspenders," and very naturally, some sensible paragraphs about the good points of "Plexo" Suspenders. Mr. Knott says, as far as he knows, this humorous appeal has not been ridiculed, and has been successful.

Another user of the same general idea has been C. F. Edgarton, advertising manager for The C. A. Edgarton Mfg. Co., makers of **President Suspenders**. Mr. Edgarton has gone further and has carried the humorous idea to the extreme, by furnishing a ludicrous explanation in the ad itself, as follows: "Here's How Napoleon Kept His Trousers Up. Napoleon Bonaparte's familiar pose is with right hand thrust in his coat front. Some think he assumed this pose through force of habit! *Not so.* As the illustrations shows, it was a pose of necessity."

How did William the Conqueror keep his trousers up?



Plexo Suspenders

For the Man of Action

Do all leading tailors, to all the nation, KNOTHE BROS., 118 1/2 Ave., New York 50c

From all of which it might be gathered that the two rival suspenders were joking with each other, and also that they are both out for a lark rather than for businesslike results. Certainly, the American public isn't going to make haste to buy either suspender, for it cares fearfully little whether Napoleon used a thong or a rubber band to keep his trousers up, and even less for any advertiser who can't think up any better reason than that for using his suspender.

EXPLOITING ST. LOUIS AS SHOE CENTER.

At a recent meeting of the St. Louis Advertising Men's League, Isaac H. Sawyer, of the Brown Shoe Company, spoke in part as follows in reference to the exploitation of St. Louis as a shoe center:

"The St. Louis Manufacturers of shoes started out with the idea that they must make good shoes if they wanted to hold the trade, and they have always done so—made lasting, wearing shoes of quality and honest values, but they might have gone on making good shoes without selling any tremendous quantity of them and without attracting the attention of the world and increasing the volume of the output to enormous proportions, if they had not early recognized the necessity of advertising.

"The St. Louis shoemen do and have done more advertising than those of any other section producing shoes. They use double pages, pages, half-pages and quarter-pages in daily newspapers, trade journals and national publications, and they put out larger and better catalogues and more expensive and extensive printed matter than any shoe people in the United States.

"The effect of this policy persistently followed is shown in the fact that we have now practically reached the point where everybody in the country knows that St. Louis is foremost in shoe sales.

"The manufacturers of shoes in St. Louis are entitled to credit for having also persistently kept the name St. Louis on their output. Many shoes are manufactured in other sections which do not preserve the name of the place where they are made."

Mr. Sawyer said that another reason for the success of St. Louis shoe manufacturers was that they co-operated without being in combination. They were combined only on the one point of keeping St. Louis to the front and making good shoes.

Considerable curiosity was aroused by the cover of the *Columbian Magazine* for June. Mr. Roosevelt was shown in the cover painting by Earnest Fuhr as shaking hands with King Edward. Below appeared the word: "Delighted!" Four or five thousand of the magazines had been printed and bound when news came of the King's death. These were destroyed and the rest of the cover stock was run through the presses again. "Delighted!" was crossed out and below in black type was printed Whittier's verse: "Of all sad words of tongue or pen, The saddest are these, 'It might have been.'"

This clever getting out of a bad situation was commented upon by newspapers all over the country. The *Columbian* advertising manager is sending out reproductions of these newspaper comments to advertisers.

White & McTighe, Tribune Bldg., New York, have been appointed Eastern representatives of the *Illinois Farmer and Farmers Call*, Chicago, Ill.

Make It Work For You

The great magazines have built in the cities a wonderful influence. This influence is founded on a broad, progressive, truly national editorial appeal.

The same method has been strongly at work for 33 years building confidence and reliance among the very pick of rural buyers in the west as well as the east, the south as well as the north, by a farm paper, not magazines.

FARM AND FIRESIDE is in an absolutely unique position as a rural medium, because it has built up its prestige and reputation by an appeal to the broader and deeper rural interests—the same quality of appeal that has made the general magazines famous in the cities.

Intrinsic editorial merit is the test of strength of any medium. Get a copy of FARM AND FIRESIDE and see for yourself why it has so strong a grip on its readers and offers so live a market for your goods.

FARM^{AND}FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

11 East 24th Street
NEW YORK

Advertising Department Offices: Tribune Building
CHICAGO

Of Vital Interest to every Business Man.

Astir

A Publisher's Life-Story

By John Adams Thayer

Intended originally for posthumous publication, the author has yielded to the persuasions of his friends to give this unique narrative to the world during his own lifetime.

The great magazine publishers and editors of to-day are vigorously characterized.

Magazine Making is shown from the inside.

The story is told of the fight for Clean Advertising.

A Fresh View-Point is given of Thomas W. Lawson.

You are absorbed by the Wonder-Tale of the success of Everybody's Magazine.

Not since the *Letters of a Self-Made Merchant to His Son*, have we published so human a book. But this is not fiction. It is the real business story of a real business man. Human throughout, it frequently attains dramatic intensity.

At all book stores, \$1.20 net. Postage, 12 cents.

Send 2-cent stamp for
the 8-page

Index

Of People and Places
to the Publishers

Small, Maynard & Company
Boston

**Small, Maynard & Co.
Publishers Boston**

The FRENCH Edition, under the name of *Les Étapes du Succès, Souvenirs d'un "Business Man" Américain*, published simultaneously by Pierre Lafitte & Cie, Paris.

SLIGHTLY MIXED.

By Fitch C. Bryant.

Hunter Rye. Going! Going!!
Gone!!!

Quaker Oats. 57 Varieties.

Omega Oil. It Floats.

Peruna is a friend of mine.

Lydia E. Pinkham's Vegetable
Compound. That's all.

Postum—the king of table wa-
ters.

Pianolas. They work while you
sleep.

Arrow Collars have the
strength of Gibraltar.

When you do drink, drink
Platt's Chlorides.

Spearmint Gum eventually.
Why not now?

Ricinel Grape. There's a Rea-
son.

Uncead Waltham Watch.

Cascarets—step lively.

Pearline. The flavor lasts.

Spencerian Pens. Haven't
scratched yet.

Allwyn Baby Carriages. The
kind you have always bought.

Mennen's Toilet Powder. The
powder that made Newark, N. J.,
famous.

Wilson's Whiskey. The kind
that mother used to make.

Regal Shoes. We could not
improve the wearers so we im-
proved the shoes.

NEW YORK'S NEW ELECTRIC SIGN NOW IN OPERATION.

The novel electric display on the
roof of the Hotel Normandie, Herald
Square, New York, was formally illu-
minated on the night of June 18th.
The display consists of a Roman
chariot race, the operation of the elec-
tric bulbs producing a remarkably real-
istic effect. Horses, chariots and char-
ioteers are all in motion. Above the
arena on a curtain advertising signs
are flashed continuously. The opening
was liberally advertised in the morn-
ing and evening newspapers, and a
large crowd was in Herald Square
when the lights were turned on.

At the invitation of Elwood E. Rice,
president of the Rice Electric Display
Company, owners and operators, a
large number of advertising and press
people viewed the illumination from
the roof of the Marlborough Hotel.
Various articles advertised on the big
sign, such as Optimo Cigars and
Lowney's Chocolates, were distributed
among the guests.

NEW PRESIDENT FOR AUTO- PIANO COMPANY.

Richard W. Lawrence, vice-presi-
dent and treasurer of Printers' Ink
Publishing Company, and who also
holds an important executive position
in the Æolian Company, will become
president of the Autopiano Company
July 1st. This concern is one of the
largest manufacturers of player-pianos
in the world. It has heretofore sold
its entire product through the trade
without national advertising, but the
position of advertising manager has
recently been created and will be filled
by Herbert Simpson, formerly assistant
advertising manager of the Victor
Talking Machine Company.

The Autopiano Company has just
taken possession of a new factory fac-
ing the Hudson River and occupying
the full block from Fifty-first to Fifty-
second streets, New York. This has
a floor area of 300,000 square feet and
will increase the company's output to
225 finished instruments per week. A
giant electric sign with letters twenty-
five feet high will be one of the most
conspicuous features of the river front.

The player-piano business is very far
from having reached its zenith. It has
been entirely created within the last
seven or eight years and has rapidly
revolutionized the piano industry. Its
advertising, which has been a conspicu-
ous feature of magazines and news-
papers, is likely to expand materially
in the next few years, for it is essen-
tially a proposition requiring an intelli-
gent and aggressive campaign of edu-
cation.

OPPORTUNITIES FOR TRADE WITH LATIN AMERICA.

The Advertising Men's League, of
St. Louis, was addressed, June 7th, by
D. M. Hazlett and Ernst B. Filsinger,
manager and president respectively of
the Latin-American and Foreign Trade
Association. The speakers took for
their subjects the opportunities for
trade with Latin America. The neces-
sity which exists for forwarding all
correspondence, catalogues and adver-
tising matter in the language spoken by
the people, the Portuguese in Brazil and
Spanish in other countries, was empha-
sized as well as the need for careful
packing of goods. Mr. Hazlett gave,
as an illustration of European meth-
ods, the case of a brewery in England
which packs its beer so thoroughly that
it will stand the strain of dropping the
case from a third-story window to a
sidewalk. If a bottle is broken by
this process, the packing must be done
better.

He said that the people of the better
class in the Latin-American countries
are far more appreciative of fine
clothes, and having immense wealth
often have the latest Parisian styles,
better operas and like luxuries than
St. Louis enjoys, even before we have
heard of them.

The Fehlman Advertising Company
has been established in Springfield, Ill.,
by F. E. Fehlman.

FEW NEWSPAPERS HIT BY "WIRELESS" ADVERTISING.

GOVERNMENT RAID ON COMPANY DISCLOSES NEWSPAPERS AWARE FOR SOME TIME OF COMPANY'S STATUS — NEWSPAPERS GENERALLY MORE WARY NOW — OTHER CONCERNS BEING INVESTIGATED.

In times not very long past the newspapers have been the most mournfully hit of all in any advertising swindle such as the U. S. post-office inspectors are now charging against the "United Wireless Company." Eager for more advertising, and careless of credit investigation, such newspapers have suffered many rather staggering blows in the past.

Partly as the result of the splendid co-operative credit investigations of the American Newspaper Publishers' Association and partly because of the sharpened defensiveness against fraudulent and misleading advertising, there are very few newspapers of any account which are among the sorry lot of creditors in the United Wireless Company, which, though advertising that it had \$14,000,000 in assets, has been said by the post-office inspectors to have sold its entire patent properties for \$750, and to have a total of \$400,000 assets to show for stock sold to the extent of \$5,000,000 or more to 28,000 stockholders.

The advertising which was done was largely in the West, in small newspapers. The American Newspaper Publishers' Association has persistently reported against this company, and collected one claim against it some time ago. Few important newspapers were unaware of the company's status, and they have maintained a conservative attitude.

The Government raid on this concern has once more served as an object-lesson to newspapers, and it is unlikely that much more of the old line of stock and fraudulent stuff will ever get by the representative body of newspapers. Their own financial interests seem to be a good preventive

in addition to the more general consideration of preserving the dependability of their columns.

The A. N. P. A. is on the track of at least two other stock-selling concerns, one of which is sending out orders for 300 lines across four columns. This company, the Coalinga Eureka Oil Company, of Vancouver, giving its address only as "Hastings street," and asking that checks be made out to a "trustee," the A. N. P. A. has not been able yet to get any definite information from the company.

A somewhat similar case is the "Southern California Association of Advertisers," also selling oil stock.

TUBERCULOSIS ASSOCIATION ATTACKS ADVERTISING FRAUD

As as integral part of its campaign against tuberculosis, the National Association for the Study and Prevention of Tuberculosis is attacking fake consumption cures, which, it alleges, cheat the public out of \$15,000,000 annually through advertising.

The National Association has investigated several hundred so-called "cures" and "treatments" for tuberculosis now being advertised throughout the country, and finds that more than \$3,000,000 a year is being spent in soliciting the patronage of the public. On examination, it has been found that the great majority of these "cures" contain harmful and habit-forming drugs, such as morphine, opium and chloroform.

Three classes of "cures" are distinguished by the National Association. In the first class are included devices and drugs which can be bought for any sum ranging from ten cents to five dollars at a drugstore. The second class of "cures" includes the "institutes," "professors" or companies of "doctors." There are nearly one hundred and fifty of these institute frauds in the United States.

In the third class of "cures" are placed a number of home-made remedies, like onions, rattlesnake poison, dogoils, coal dust, pig's blood and alcohol.

LAWSON'S DOG ADVERTISING
BET.

The following special dispatch from Boston appears in a Cincinnati paper: "Thomas W. Lawson, as the result of his unique advertising campaign for a 'Pal Bull Dog,' has got the dog he desires in the shape of Mahomet High, a blue ribbon pup, now abiding at the Lawson town house in Charlesgate, East.

"Mr. Lawson, at a dinner recently with nine men friends, bet \$1,000 that he could so advertise for a choice dog that he could get just the dog he desired and could clear \$2,500 on buying and selling dog candidates before the winner was selected. The bet has been paid."

The Board of Trade of Springfield, Mass., has issued a snappy little advertising circular which is being sent through the mails, bearing upon its front cover the words "Springfield Wants You," and below "New England's Convention City." The booklet contains four compact pages of illustration and reading matter.

The American Newspaper Publishers' Association announces the election to membership of the Milwaukee, Wis., *Kuryer Polski*.

The Grand Rapids Ad Club has started out to raise a fund of \$10,000 in order to circulate and advertise the charms of its city. The step has been taken as a result of a meeting held May 24th, and President Lancaster has appointed a committee of ten to handle the campaign.

The St. Louis Billposting Company has inaugurated outdoor campaigns in St. Louis for the following advertisers: "Yours Truly" Pork and Beans; Milling Brewing Company, "High Life" Beer; Rumford Baking Powder, and Anheuser-Busch Brewing Association, "Budweiser is a Friend of Mine."

The Robert MacQuoid Special Agency, beginning July 1st, represents the New Haven, Conn., *Times-Leader* in both New York and Chicago.

John Othen, formerly on the advertising staff of the *Washington Herald*, and latterly on that of *Variety*, has now joined the staff of the *Player* (the official organ of the White Rats organization), under the leadership of A. B. Montgomery, advertising manager.

E. C. Misner has retired as advertising manager of the *Tremont, Neb., Tribune*, which position he has held for the last five years. His position will be filled by Samuel Ellis.

It is said that a delegation of 125 members of the Chicago Advertising Association will attend the coming Omaha convention of Advertising Clubs. The party will make the trip on a special train leaving July 17th, returning July 21st.



Are you looking for business building opportunities or trying to dodge them? Here's a place to decide.

We can tell you how you can bring your choicest business-talk—your most convincing argument before the members of the family in one hundred and forty thousand homes of thrift, comfort and intelligence in interior New York, New England and adjacent states.

As much space as this at the rate of about one-thirtieth of a cent a home.
THE UTICA

SATURDAY GLOBE

has held a place of usefulness, honor and respect in these homes for nearly thirty years.

It is a beautifully illustrated weekly news-magazine, circulated by its own boy carriers and news-agents each week at five cents a copy. No dead wood—no unopened wrappers. Every copy a live, interested home.

It's an opportunity.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Farmer, St. Paul;
G. W. Herbert,
Western Representative.

Seated: John P.
Wallace, *Wallaces'*
Farmer; T. B.
Conner, *Indiana*
Farmer; M. J.
Lawrence, *Ohio*
Farmer; A. Sim-
monson, *Wiscon-*
sin Agriculturist.



Left to right,
standing: E. H.
Houghton, *Mich-*
igan Farmer; A.
K. F. W.
Farmer; Repre-
sentative; W. C.
Richardson, *East-*
ern Representative;
L. K. Hill-
derbrand, *Bread-*
ers' Gazette; H.
C. Klein, *The*

How "Printers' Ink" Is Regarded By Leading Publishers of Farm Papers

WALLACE C. RICHARDSON

INCORPORATED

in agricultural advertising appreciate that this motto has something back of it which has tangible value in an advertising way.

Publications, Direct Representatives

Leading Publishers of Farm Papers

WALLACE G. RICHARDSON
INCORPORATED

Publishers' Direct Representatives

New York, June 13, 1910.

Printers' Ink Publishing Co.,

12 W. 31st St., New York

Dear Mr. Hopkins:—

It affords me much pleasure to enclose an order for sixty (60) pages of advertising space to be used within a period of twelve months for STANDARD FARM PAPERS.

In my travels about the country, I have found that both advertisers and agents are pretty well convinced that our slogan "standard farm papers" are "FARM PAPERS OF KNOWN VALUE" has become very well known, and that the business men interested

in agricultural advertising appreciate that this motto has something back of it which has tangible value in an advertising way.

It seems to me only fair that I should say in this connection that the campaigns which we have run in "PRINTERS' INK" for several years, have been of great assistance to us in educating the advertising public to the possibilities of standard farm paper advertising.

If there is any truth in the statement that advertising is a silent salesman, surely "PRINTERS' INK" is one of the best silent salesmen I have ever known.

Hoping you will continue to make good, I am,
Yours very truly,



"ANNA AYERS"—A WOMAN MAIL-ORDER AMATEUR WHO GOT THERE.

WORK FOR BIG MAIL-ORDER HOUSE
FIRES HER IMAGINATION—\$25,000
PROFIT THIS YEAR—200 MEDIUMS
USED.

By Lynn G. Wright.

Those crusty souls who have their doubts about woman's ability to make a "go" of any business, all unaided by some master male hand, have got Anna Ayers, of Chicago, to reckon against.

For "Mrs. Ayers" (which is an advertising *nom de plume*) can afford to smile contentedly, since she stands, in 1910, to make the very tidy profit of \$25,000. "And she hopes it will be \$40,000," she says, with pardonable pride.

But let Mrs. Doty, i. e., Anna Ayers, tell her story just as she wants to. Almost any Chicago mail-order man will more or less cheerfully agree that her success is just as remarkable as she describes.

"To begin at the beginning," said Mrs. Doty, "I wanted something to do eight years ago. I had a lot of time on my hands not taken up by my housework. Besides, I wanted some more spending money. Not that I didn't have what most wives of men with average incomes have, but I wanted a little more. You know how it is.

"I didn't know what to do. I thought I would like to be a milliner. I even offered one woman to work a year for nothing if she would teach me the trade. But she wouldn't take me in. I'm thankful now, I tell you. So when my cousin wanted me to help her I went over to where she was working. She was helping send out orders for Mr. Roebuck, who used to be a manager of Sears, Roebuck & Co. He was carrying on a great business in things women wanted.

"I sat down at a table and worked a week. I never had such an eye-opener in the world. Why, every letter I opened *had money in it*. And it all seemed to come

so easy. Just a little advertising and then sending out hair goods and such.

"In that week I became determined that I would go in the mail-order business. I knew what women wanted, I thought. All they wanted was something to make them better looking. And I believed that they would just as soon give their money to a woman to make them beautiful as to a man.

"So very quietly I went to an acquaintance of mine and my husband's, and told him of my idea. He was pretty hard-headed, like all business men, but I was enthusiastic, and finally got him to agree to go in partnership with me, he to furnish the money and I to do the work.

"I didn't know a single thing about advertising. My, it makes me smile as I look back. I asked some men who did advertising, and they told me, some of them with smiles, that I had better go to an 'advertising agent.' I hunted up one man and asked him about how much it would cost. Then I heard for the first

\$1.85
per
doz.



WE TRUST YOU 10 DAYS
Send No Money
Write today for this
Handsome 14-inch, beauti-
fully curled, carefully se-
lected Ostrich Feather,
any color. If you find it a
big bargain (worth \$1.25 each,
or sell 10 feathers and get your
own free. Enclose 1c post-
age. Write for catalogue of
high grade feathers.
ANNA AYERS
Dept. 220 21 Quincy St., Chicago.

THE LITTLE AD THAT DOES THE WORK.

time about 'rates.' I almost fainted when he told me it would cost me \$7 a line to put an ad in the *Delineator*.

"That's for a year?" I asked.

"He laughed as hard as he could, and said it was for one single time. I found out, too, that a 'line' was reckoned as one-fourteenth of an inch.

"I thought those publishers must be robbers to charge so much as that for such a little bit of space, especially when you could get the *Delineator* a whole year for \$3.

"But I made up my mind that I could not back out, especially as

the agent told me that that wasn't any more than was right. So I made up an ad about hair goods and plumes and sent it to New York to be printed. I had arranged with a manufacturer of hair goods to send out orders for me, with his name on them. You see what a perfect babe I was, don't you?

"Then I sat down and waited. The magazine came out, and I watched the postman every time he came toward the house. I remember the first letter I got. It had a money order in it, and I almost cried for joy. The next time he brought two letters, and soon he was bringing ten and twenty, a hundred. I got 1,200 replies from that one ad, and in them was a lot of money.

"My partner began to open his eyes. I was fairly beside myself, what with thinking how I was in such a business, where I could earn money so easily. I next put an ad in *McCall's*, and when that got to working I looked back and thought what a perfect idiot I must have seemed to that agent when I was so surprised at that rate. It was a marvel to me that advertising could do such things.

"In the first two or three months I spent \$500 of my partner's money. At the end of a year I was spending a thousand dollars a month. I made up my mind that I would put everything back into the business I possibly could. I forgot all about my going into business to get more spending money, and I spent less than I ever did when I was doing nothing. I was finding out why men get so engrossed in their work.

"I got up a little catalogue and price list the second year, and sent this to inquirers instead of the small price list I had at first. I learned something awfully valuable when I saw that it was the 'repeat' orders that counted in the profits. That is what led to having the manufacturing house put my own name, that is 'Anna Ayers' upon my toilet creams and hair dyes. If any woman wanted anything more of what she bought of me first she would have to



Dr. Conwell, the eminent Philadelphia minister, whose sermons became so popular that admission to his church had to be regulated by tickets, used to have a lecture entitled "Acres of Diamonds." It was based on a story of India which told of a man who sought the world over for fortune while under the soil of his neglected farm lay an untold wealth of diamonds.

A thousand brainy, aggressive business men are to-day trying to devise ways and means by which they can extend their trade into "the interior"—into the small town and country districts. Difficult and costly methods receive their instant attention. Simple and comparatively inexpensive ones are smiled at.

Even Macbeth thunders the story of his wares in the big cities where only a small proportion have need of them and *hopes* the echoes will penetrate the smaller cities, towns and villages where nearly everybody uses lamp chimneys.

GRIT, the big weekly newspaper-magazine, found a way to get there itself, Mr. Manufacturer, and is circulating each week a quarter of a million copies in fourteen thousand of the towns and villages, among the class of people who can and do pay five cents a copy for their favorite periodical.

"Acres of Diamonds" for you.

Make us tell you more about GRIT.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

come to me again, and not to the manufacturer.

"Oh, yes, after a year or so I bought out my partner. I offered him so much money and he took it. I have run this business since, myself. I choose my own mediums, and am using now about two hundred. I like to try out a new paper or magazine. I run a keyed ad and watch results. If it produces anything at all to speak of I let it stay to see if it won't improve. Sometimes they do improve very strangely after being in for quite a while. People seem to be readier to order when they have seen an ad in their magazine for quite a spell. But when an ad don't pull I take it out of that magazine. I used to be sorry for the young men who came around soliciting when I did this, but I got quite hard-hearted after a time, and made up my mind that business was business.

"It's great fun to keep track of the magazine returns from year to year. I enter the record of each month's returns from each periodical. I can look over a whole year's business and compare May of this year, for instance, with May of last year, and see whether any one magazine is doing better or worse for me as time goes on. It's strange how some magazines fall down. First, orders will begin to slacken gradually, then they will shrink faster and faster, and finally they get to be very few. Probably someone managing the magazine has changed its policy, or has not understood how to edit it. I have often felt like writing to some of the publishers of these magazines and telling them that something is going wrong. But I never did.

"I am spending \$2,000 a month now, and I expect to spend more next year. Four months ago I was 'way behind in my orders. I thought I would stop advertising for a month, and did so. But it never made the least bit of immediate difference. There wasn't a particle of falling off in the orders.

"I sell my goods on ten days' trial. I believe that most people are honest, from what I have seen

in this business. Only a few, a very few, prove to be dishonest after I send them the goods on trial.

"I am opening up a department for wholesaling. I find that my name has been made to stand for a good deal in the hair goods business, and jobbers and dealers have suggested that I put out some goods through them. So I am going to try it."

An indication of the magnitude of the business which this woman, absolutely inexperienced at the start, not only in advertising, but also in commercial rudiments, has built up is suggested from the fact that she sends out every month, in response to letters, 30,000 catalogues. Mrs. Doty does not attempt to cover up her shortcomings. She frankly says that she has learned from hard experience.

One mistake she says she made was when she went into the medicine business. Someone suggested that she could easily sell remedies to women, along with her other goods. So she gathered together some prescriptions and had slips describing their merits put into the boxes of hair goods, creams and lotions, which she sent to customers. She paid as little as 6 cents for some of the remedies and listed them to sell at two or three dollars. Orders fairly swarmed in upon her.

She was seeing very sudden riches ahead of her when a representative of a big Eastern magazine entered her office and said that he could not take her advertising any longer. Why? She was doing a business in medicines, and his magazine wouldn't countenance anything like that. Well, she said she would stop it right away. But the magazine man was adamant, and turned her down pitilessly, in spite of the fact that she resorted to the stratagem of tears, and explained that she had offended unwittingly. She never advertised in that magazine again until its advertising management changed.

She cut out her medicines forthwith, and conscientiously returned all the tempting money. Even

now, after six years, she receives occasionally an order, with money, for some of the remedies. She sends the cash back at once. "For, you know, some of those magazines may be testing me," she naively explains.

Mrs. Doty says the mail-order market is changing. She formerly received the bulk of her orders from the Central West, with only a few from the East. Now she receives as many from the East, particularly from New England, around Boston, and from Pennsylvania, as from any other section of the country.

Mrs. Doty's marked success has fired some of her women acquaintances to go and do likewise. She says that it is a rare week that does not bring one woman to her, asking that she be told all about how she, Mrs. Doty, has built up her business, and proclaiming that she is going to go "into exactly the same thing." Only the other day an ambitious lady asked to be taught in detail all about the mail-order business, saying that she would take as a starter the back cover of the *Ladies' Home Journal*.

"And how much do you think that will cost?" Mrs. Doty asked her.

"Why, couldn't I get it for \$25?"

"Dear, dear soul, it would cost you \$7,000!"

(*Business of woman swooning in horror.*)

Some of the periodicals which carry the "Anna Ayers" copy regularly are, in addition to those already named, the *Associated Sunday Magazine*, *Ainslee's*, *Red Book*, *Smith's*, *Popular*, *Every Woman's*, *Dressmaker*, *Harper's Bazar*, *Housekeeper*, *Housewife*, *Human Life*, *Ladies' World*, *Lupton's list*, *Modern Priscilla*, *Mothers' Magazine*, *Normal Instructor*, *Paris Modes*, *Pictorial Review*, *Toilettes*, *Butterick Trio*, *Ladies' Home Journal*, *Needlecraft*, *Saturday Blade*, *Christian Herald*, *Cosmopolitan*, *Grit*, *Uncle Remus*, *Woman's Farm Journal*, *World's Events*, *Household*, *People's Popular Monthly*, *Smart Set*, *Spare Moments*, *Comfort*, etc.

May Advertising Gain

In May, 1910, advertising in The Chicago Record-Herald

Gained 22,189
AGATE LINES

over May, 1909 —
the nineteenth consecutive month of
advertising gains in

The
Chicago Record-Herald
New York Office, 437 Fifth Ave.

The Panama Exposition

As the logical point for the Exposition, New Orleans is waging a campaign that has awakened the city to a vigorous commercial spirit. No better time to begin an advertising campaign here.

The New Orleans Item

first in circulation, first in influence, first in advertising, will co-operate in every legitimate way with advertisers using its columns.

SMITH & BUDD CO.

Foreign Advertising Representatives. Tribune Bldg., Chicago; Brunswick Bldg., New York; Third National Bank Bldg., St. Louis, Mo.

ELMER E. CLARKE, Bus. Mgr.
New Orleans, La.

ARE NAMES GOOD TRADE-MARKS?

COMMON LAW RIGHT TO USE NAME
—NECESSITY OF MAKING ANY
MARK UNIQUE—WHAT "JOHN
SMITH" MIGHT DO WITH HIS
NAME AS TRADE-MARK.

By Charles F. Benjamin.

The wish of a manufacturer to use his own name as a trade-mark is a natural development from the practice of naming a corporation after the founder of its business. As the corporate name identifies the establishment, so the trade-mark name will identify the goods. How far, and in what way, the wish can be gratified must depend upon the nature and objects of a trade-mark.

Let it be understood here that what a trade-mark is and what it is meant for are fundamental questions that lie in the spheres of natural reason and justice, and are not to be answered by legislative enactments, whether local or national. All legislation about trade-marks is regulative, not creative. Without Parliament, without Congress, without the action of any Legislature, the judicial courts of Europe and America had defined a trade-mark to be a mark used by a manufacturer or dealer upon the merchandise he produced or sold, that distinguished it from the output or stock of any other producer or handler of the like or a similar commodity.

This mark those courts protected; originally on the ground that the consuming public must not be deceived by counterfeits or imitations of the mark upon which it relied, and eventually upon the further ground that the mark was a substantial part of the good will of the business in which it was used, and no more to be filched from its owner than any part of his tangible property. All that legislation has done—probably all it ever will or can do—is to strengthen in various ways the inherent rights of the public and the owner, and to sharpen by various penalties the resultant consequences to the malefactor.

How all this is done are matters of detail beyond the purpose of this article. Enough for the present to know that a trade-mark is a distinguishing mark, and practically it must be unique—that is, the only thing of its sort—because the courts have held that the person to make the distinction between one mark and another is the typical retail buyer, who is assumed to be inexperienced, and is not required to go to any special trouble in the matter.

In other words, the trade-mark is designed for "the man in the street," who is entitled to know it "on sight," and this common-sense view is fatal to those colorable variations and differentiations intended to defraud both the true owner and the public.

Any John Smith of a manufacturer or dealer may apply his name to trade-mark uses if he so desires; but, speaking generally, he cannot do it off-hand. He must not encroach upon the trade-marked John Smiths already in the field with a similar line or class of goods, nor upon those parts of the trade-mark field forever to be open to all the John Smiths. He may not know he is encroaching, but if his innocent mark proves to be a good seller he will find out to his cost. If the name "John Smith" is to be his trade-mark, it must be distinctively and characteristically such; because if he so associates it with other words, letters, or devices as to throw doubt upon its being the essence of the mark, or to reduce it to the position of an accessory to some other part or feature which itself was intended to be merely accessory, his purpose will have failed. Lastly, if he goes over the head of the man in the street, or puts upon that man a burden of discrimination from which the law exempts him, he will open the door of infringement to all intruders.

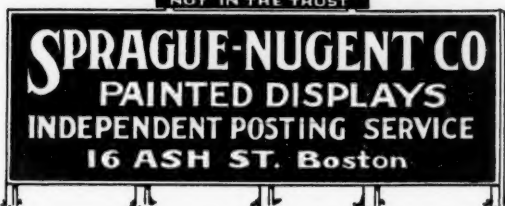
The Illinois Woman's College, Jacksonville, Ill., has begun a campaign in a large list of daily newspapers published in the Central West and South. Orders and copy for one- and two-inch copy to run thirty times are being placed through the Gardner Advertising Company, St. Louis.

Painted Signs photograph on the mind the name of your product and give the traveller an idea of the universality of the sale of your goods. We can give value for your money. Investigate our plant. Write us.

BILL POSTING AND PAINTED SIGN DISPLAY

COVERING GREATER BOSTON

NOT IN THE TRUST



Here's How I Can Help You

If you are behind in the preparation of your advertising copy, let me show you what I can do with a rush order. Several years' newspaper, agency and department store experience enables me to put human interest into your newspaper and magazine copy, and catchy style and new ideas into your booklets and circulars. I can call personally on New York or Philadelphia advertisers and agencies. I've some interesting samples of my work I'll be glad to show you. Out-of-town orders will receive my prompt attention by mail.

Frank A. Eaton

1302 FILBERT STREET, PHILADELPHIA

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. ROBERT C. MEHAFFEY, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, June 23, 1910.

Something Doing At Last

All honor to Assistant District Attorney Moscovitz of New York City. While most of us have been satisfied to spout oratorically at advertising dinners about the wickedness of misleading and fraudulent advertising, the Hon. Mr. Moscovitz, who doesn't know an agate line from a shooting stick, has really gone and done something. He has caused the arrest and arraignment before the Tombs Police Court in New York of a man who thought that advertising was a "game,"—a game where anything and everything was fair so long as it produced the kind of results that could be seen and counted in the cash-drawer. Instead of prosecuting the luckless publisher who ran the ad, or of delivering an impassioned fulmination against all advertising in general, the Hon. Mr. Moscovitz (if he hasn't been entitled to the prefix heretofore, he can have it now with PRINTERS' INK's benediction) got hold of the offending advertiser at the point where there was slack in his breeches and hauled him up at the bar of justice. Here are the facts:

It appears that a dealer with a store on Broadway advertised that he had bought 9,000 rain coats at a customs seizure and could sell them at a low price. Deputy Collector of the Port Story made affidavit that no such seizure had been made.

To many advertising men it will be news that there is a law among the statutes of New York State prohibiting such "untrue and misleading" advertisements, and affixing a definite penalty for the offence. This law was passed in 1904 and amended in 1908. Following is the text of the statute:

421: UNTRUE AND MISLEADING ADVERTISEMENTS.

Any person, firm, corporation or association, or any employee thereof, who, in a newspaper, circular or other publication, published in this state, knowingly makes or disseminates any statement or assertion of fact concerning the quantity, quality, the value, the method of production or manufacture, or the reason for the production of his or their merchandise, or the manner or source of purchase of such merchandise, or in the possession of rewards, prizes or distinctions conferred on account of such merchandise, or the motive or purpose of a sale, intended to give the appearance of a plan advantageous to the purchaser which is untrue or calculated to mislead, shall be guilty of a misdemeanor.

Any person, firm, corporation, or association, or any employee thereof, who violates any provision of this section shall be liable to a fine of not less than \$25, or more than \$100, for each offence.

Mr. Moscovitz informs PRINTERS' INK that he was led to take action in this case by the receipt of an anonymous letter. He further explains that the reason this law has been allowed to slumber on the statute books for so long is the difficulty of obtaining evidence that will hold in court. It was, of course, easy to establish the truth or untruth of an alleged customs seizure. Mr. Moscovitz appreciates that there are many other statements made in contemporary advertising just as flagrant, but the trouble has been for the district attorney's office, unaided, to secure the necessary evidence.

Are there any more Moscovitzes around the country? Are there any more states that have laws on this subject as clear-cut

as New York state? Are there any more good citizens who will come to the front with the evidence? Bear in mind that district attorneys and courts of law don't deal in mere suspicions—they want facts. Yet where grounds for suspicions exist, there must be *somebody*, perhaps a whole lot of somebodies, who can supply actionable evidence. If you have such evidence and fail to present it, then you are not a good citizen and not a good friend of the calling that provides you with your bread and butter.

Let a physician do any one of a variety of things considered unethical, and the County Medical Society is on his back. Let a lawyer like Hummel, for instance, be caught with the goods on him, and no amount of money, influence or shrewdness in evading the law's penalties can prevent him from going to jail, or if the case is not quite so bad, at least being read out of his profession.

Who says we haven't got a profession in advertising? Well, then, we have got to make good and protect its fair fame like the rest of the professions. The trouble with us is that we are too much like the parrot that did a whole lot of talking and did nothing else.

Here we are with the implements in our hands for moulding and shaping public opinion. What use are we putting them to in our own cause? It is a case of the shoemaker's children who go barefoot. If we really exert any such power as we claim, it is high time to prove it.

Moscowitz is there ready to do his duty. Somebody ought to be ready to help him. Not suspicions, but facts, mind you.

House-cleaning time.

Who next?

Insurance Barnacles

The insurance business has taken some years to get rid of barnacles, and some have come off only by force. One barnacle that seems to cling is that any method adopted by any other company to get business must never be followed, no matter how basically important.

How far backward such a policy can lean is shown by the fact that the advertising of the Hartford Fire Insurance Company has made other companies set their face against advertising, just on general competitive principle.

It is known to PRINTERS' INK that about the time the Hartford, in 1909, came out with full pages in the big weeklies and magazines the whole subject was under discussion by at least three other big companies. The Hartford Company's campaign put a quietus on their plans. Since then the advertising of the Hartford has been continuous, taking advantage of the opportunities in a virgin field of expansion. It created a stir in both the insurance and the advertising fields: in the insurance field because it was so radical a departure from accepted insurance practice; in the advertising field because it was another great business to recognize the value of modern publicity, and seemed to indicate the entry of other large fire insurance companies into the national advertising field.

What a foolish "won't play" attitude this is! Manufacturers have now pretty well overcome a similar tendency, and they now recognize (as a symposium of opinion recently published in PRINTERS' INK showed) that competitors in a field needing development are most desirable.

If the Hartford Fire Insurance Company feels gleeful that this barnacle custom permits them to "enjoy" the field alone, it needs advice to the contrary. Five other advertising campaigns for fire insurance would stir up a big volume of business that now lies dormant—and the Hartford would get a generous share.

Just because the Hartford "got there first" can other companies afford to deny themselves the business building benefits of good publicity? If this is to be their frame of mind, it would seem as if they are handing over to the Hartford, on a golden platter, the future business in the fire insurance field. With another year or so of good advertising the Hartford will have so fixed itself in

the minds of house-owners the country over that the lagging competitors will be hurt in their treasury department worse than they would be if half the cities of the country went up in smoke.

The National Association of Insurance Commissioners met in New York last week and agreed to recommend an amendment to present fraternal fire insurance laws providing, among other things, for publicity of affairs. From which it would seem that the heaven is at work and will finally loosen the barnacles.

The "Summer Slump" Fiction

White lies in business have no more mischievous compatriot than the one which is now strutting up and down the advertising rialto in its prime: the lie about summer dullness in business.

The typical American business man of almost any variety works just as hard, or harder, during the summer months, than during any other time of the year. The reason is not far to seek; he is preparing for his greatest season of all the year—the fall and winter season.

In every business, and most particularly in the advertising business, the need for plans perfected plenty of time in advance is very strong. Every year things are done less at haphazard, and every year the "headway" is put forward a little more.

Consequently PRINTERS' INK is not at all surprised to have incidental confirmation of this in a letter just received from a prominent advertising manager who was invited to contribute an article:

E. R. THOMAS MOTOR CO.
MANUFACTURER OF AUTOMOBILES.

BUFFALO, U. S. A., June 15, 1910.
Editor of PRINTERS' INK:

Thank you very much for your kind invitation to contribute to the Twenty-second Anniversary Number. While I should like very much to do so, I am afraid that I cannot. This, as you know, is our busiest season, and all of my time is taken up in planning the new work for 1911.

F. G. FAUROUTE,
Advertising Manager.

What could be more direct evidence against the polite fiction passed around for the purpose of securing an easy excuse to evade solicitors? There is no reason to believe that Mr. Faurote is himself passing out a polite excuse, for he has been a contributor to PRINTERS' INK in the past. And PRINTERS' INK, from other correspondence and personal contact, has plenty of evidence that practically every other advertising manager who is going to do things in the next year is sitting in his office working hard—and usually at the very heart of his problems and list-making, too.

Political Advertising Possibilities

It seems that the recent breezy advertising invasion of the national capital by a delegation of San Franciscans, heralded by full-page ads in newspapers and billboard flashes, has made many national politicians think.

They got a demonstration right on their own stamping-ground that a comparatively little advertising can go a long way to raise sentiment, compared with the laborious machinery of gum shoe publicity to which they are most accustomed.

New Orleans was also on hand with rival advertising to bid for the big Panama Canal Exposition, and between the two campaigns a sentiment was worked up in short order by printer's ink which opened the eyes of politicians.

The recent display series of the "Medical Freedom League" also demonstrated the argumentative and stump-campaigning possibilities in advertising for influencing legislation and public opinion. Not a few leading editorials, letters to the editor and other efforts were needed to offset the impression created by that campaign.

The coming important political contests should make political managers and candidates deliberate very carefully upon the rapidly developing influence on public opinion of candidly written display advertising.

The Twenty-Second Anniversary Number of Printers' Ink (out July 14th) will contain the largest number of notable articles by notable men ever published in a single issue. Being of exceptional interest to its readers this Number will be of exceptional value to its advertisers. It will be referred to hundreds of times during the Campaign-Planning season by advertisers and advertising agents. Every publication having merit as an advertising medium should be represented in it. To secure choice position reserve space now. PRINTERS' INK PUBLISHING COMPANY, 12 West 31st Street, New York.

Assistant Adv. Mgr. Wanted

I want a man who knows printing and engraving thoroughly, but who is sure that he doesn't know **ALL** about advertising.

One not afraid of detail. Experience in mechanical line preferred.

A good opportunity in a large concern for a man who wants to work, and, instead of matching up his energies with his salary-check, is willing to let his energies set a pace for his salary-check to follow.

He'll be the only other man in the advertising department, so there will be plenty of responsibility for the man who wants to work, and who won't think it too menial to take off his coat to help hustle shipments of advertising matter, *should occasion require it.*

Salary **OVER \$1500** a year. Habits must be clean. Give full particulars in first letter. Address

"MOTOR CAR," care Printers' Ink

TO a man
who has the
ability to organize
a selling business
and who can finance
himself to the extent
of \$50,000 we can offer
a contract to handle a
valuable European trade.

ALFRED W. FISCHER
1300 Trude Building
Chicago, U. S. A.

BOOKS ON ADVERTISING.

CLEVELAND, O., June 5, 1910.

Editor of **PRINTERS' INK.**

The other day I came across the book "Forty Years an Advertising Agent," by Geo. P. Rowell, which evidently was published by you. I would like to procure a copy and am writing you to ask the price.

There is another book which I would like to get, viz., "Good Advertising," by Chas. A. Bates. Could you give me any information as to the price of it and where I could get the book?

ALFRED V. FINGERLIN.

THE CRAMER-KRASSELL CO.

MILWAUKEE, June 8, 1910.

Editor of **PRINTERS' INK.**

In one or more of the back numbers of **PRINTERS' INK** you published names and some information regarding books on advertising, also stated where the books might be purchased and the price.

Would you be so kind as to send me copies of these issues of **PRINTERS' INK** or furnish me with information regarding books on advertising.

RAYMOND T. CARVER.

The frequency with which **PRINTERS' INK** receives inquiries about books on advertising would seem to indicate that there is considerable interest among advertising men in regard to the bibliography of the art. The first thing that a young lawyer does is to acquire a more or less imposing law library. Every successful physician has at hand the standard works on medicine and surgery.

While it is hardly fair to draw a direct comparison between advertising and such professions as law and medicine, at the same time it is a good idea for a man engaged in any technical calling to own a few of the best books relating to his business. There is no knowing when some of the information presented in the form of bound volumes may prove invaluable—to say nothing of the impression made upon the casual caller as to the professional knowledge possessed by the man who has such a library at his command.

The literature of advertising has grown of late years to be very large. In **PRINTERS' INK** for April 15, 1908 (now out of print), ten pages of six-point type were required to list all the works relating more or less direct'y to the subject of advertising. Inasmuch as such an exhaustive list is un-

wieldy, the following sixteen titles are suggested as the possible nucleus of a library for an advertising worker:

"Forty Years an Advertising Agent," by Geo. P. Rowell. Price \$2.00.

"The Art and Science of Advertising," by George French. Price \$2.15.

"The Theory of Advertising," by Walter Dill Scott, Ph.D. Price \$2.00.

"The Psychology of Advertising," by Walter Dill Scott, Ph.D. Price \$2.00.

"Modern Advertising," by Earnest Elmo Calkins and Ralph Holden. Price \$1.50.

"Practical Publicity," by Truman A. DeWeese. Price \$2.00.

"Successful Advertising—How to Accomplish It," by J. Angus MacDonald. Price \$2.00.

"Mahin's Advertising Data Book," by John Lee Mahin. Price \$2.00.

"Printing in Relation to Graphic Art," by George French. Price \$3.50.

"Writing for the Press," by Robert Luce. Price \$1.00.

"Financing an Enterprise," by Francis Cooper. Price \$4.00.

"Pushing Your Business," by T. D. MacGregar. Price \$1.00.

"A Desk-Book of Errors in English," by F. H. Vizetelly. Price 75c.

"Astir," by John Adams Thayer. Price \$1.20.

"American Newspaper Annual and Directory," N. W. Ayer & Son. Price \$5.00.

Bound volumes of PRINTERS' INK. Published quarterly. Price \$5.00.

While these books may be obtained direct from their publishers or ordered through large book stores, PRINTERS' INK, in answer to repeated requests, has arranged to supply them at the prices named with an additional fifteen cents each for postage.

NEW PHILADELPHIA AD CLUB.

Philadelphia has just given birth to its first organization composed exclusively of men who make the writing and selling of advertising a profession. It is known as The Ad-Frat. Its charter membership is thirty, but in the course of a few weeks at least a hundred new names will be added to its rolls. It comprises representatives from all the local newspapers and magazines as well as the Philadelphia agencies. Its object is largely the promotion of social intercourse, but at the monthly dinner-meeting a number of widely known advertising men will be asked to address the members.

The officers elected at the first meeting were: President, J. Rowe Stewart, of the *North American*; vice-president, James Brooks, of the *Record*; secretary, Hermann J. Bub, of the Oman & Bub Advertising Agency, and treasurer, William J. Fawcett, advertising manager of the *Evening Times*. Russell Gray, of the Gray Advertising Service, was chosen chairman of the membership committee.

The Catholic Periodical of standing is the

Mt. Angel Magazine

Edited and published by the BENEDICTINE FATHERS AND BROTHERS for the past nineteen years.

A DIGNIFIED ADVERTISING MEDIUM

RALPH C. CLYDE, Adv. Mgr.
GOODNOUGH BLDG., PORTLAND, ORE.

Chicago Office: 95 Washington St.
Room 40. Phone, Randolph 940.

Lincoln Freie Presse

German Weekly

LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 143,054

RATE 35 CENTS

EVERY
ADVERTISER
SHOULD READ
PAGE 35

"A Daily Newspaper for the Home."

The Christian Science MONITOR


OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.



**LET THIS CARD BRING
YOU THE COIN**

If you are a publisher, mail-order man, collection agency or in any business where you want CASH with order, use "The Leonard" Coin Mailing Card. Brings the money every time. You can't beat it. Just give a trial and prove it. Stock form, any printing, prepaid to your address.

1 dozen - 10c.	1000 - - \$ 3.25
100 - - 75c.	5000 - - 10.00

THE DETROIT COIN WRAPPER CO.
389 Harper Avenue Detroit, Mich.

Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy.

Cinematograph Publishing Company
30 West 13th Street -:- New York

**EVERY
ADVERTISER
SHOULD READ
PAGE 35**

NEWSPAPERS ON BOARD SHIP.

Not the least interesting development of wireless telegraphy is the manner in which the invention has been utilized for producing newspapers on board ship. No longer does an ocean voyage mean that one is cut off for the time being from news of all happenings on land. Nearly all the big trans-Atlantic liners issue newspapers on board, and every morning passengers are served with the latest news at the breakfast table, just as they would be on land. On the voyage of the *Lusitania* during the recent general election full returns were printed in the *Cunard Daily Bulletin* every morning of the results announced in London on the previous night.

The circulation of the *Bulletin* is over 2,000 a day, and has reached 2,500. It consists of thirty-two pages, ten inches by six inches, is excellently printed on fine glazed paper, and sells at 2½d. per copy. It goes to press at 1 a. m., and is read over the breakfast table like the newspapers ashore.

Most of the giant Cunarders are now equipped with a miniature printing plant, so that the passengers on board are able to secure a daily paper containing the latest world's news, transmitted by wireless telegraphy. Practically everything of news value in any part of the world appears in the ocean daily as soon as it is printed in the newspapers on land. Stock Exchange quotations, parliamentary items, notable events, and movements of famous people all are duly recorded. Moreover, the ocean daily often gets news that the land dailies cannot get, for it must be borne in mind that the liners are in touch with one another as well as in touch with land, and are thus able to get exclusive "scoops" now and then.

A very artistic production is the *Journal de l'Atlantique*, published on board the steamship *Le Provence*, of the Campagne Generale trans-Atlantic. It has larger pages than the *Cunard Bulletin*, and each number is well illustrated, the news being published in both French and English.

The daily of the steamship *Kaiser Wilhelm II.* has twenty-four pages, and it has so many advertisements that it can be given free to the passengers and still leave the *Norddeutscher Lloyd* a profit. Humorous illustrations are a feature, and a puzzle page gives much amusement on the voyage.

The *Atlantisches Tageblatt*, of the Hamburg-American Line, is a sixteen-page sheet. It is printed partly in German, partly in English, and has a story by some popular writer.

The *Express Mail*, published on board the Canadian Pacific Atlantic liner *Empress of Ireland*, is a most elegant affair. It has twelve pages, and is enclosed in a handsome wrapper stamped in gold, with an emblematic design printed in the richest colors.—*Tidbits*.

Wm. H. Ingersoll, of the Ingersoll Watch Company, New York, addressed the Milwaukee Advertising Club, May 24th, on "The Psychology of Advertising."

DANGEROUSLY LOW PAPER STOCKS.

According to a statement made by Corporation Commissioner Henry Knox Smith, June 9th, the supply of news print paper at the American mills has been greatly depleted. The total supply on hand April 30th was only enough for five days. Says Commissioner Smith:

"The total supply on hand on April 30, 1910, was only 18,000 tons, a reduction of 1,847 tons since April 1st. On April 30, 1909, the stocks were 36,133 tons. Stocks have been steadily decreasing ever since the end of last August, when they exceeded 53,000 tons. As late as January 1, 1910, they were in excess of 26,600 tons. This continual decrease has, as is well known, been accompanied by a considerable increase in price.

"This reduction in stocks is chiefly due to the reduction in output, which fell from 84,219 tons in March, 1910, to 80,489 tons in April, a net decline of 3,730 tons. In April, 1909, the production was 89,478 tons."

CENTRAL DIVISION OF AD CLUBS MEETS.

The programme for the convention of the Central Division Advertising Clubs, held last week in Milwaukee, was brimful of interesting features, and those who attended came away much pleased. The chairman of the convention committee was Edward Freschel, president of the Holeproof Hosiery Company, and the programme for the convention, as arranged by him and his assistants, was full of meat. L. H. Martin, president of the Cincinnati Advertising Club, and advertising manager of the Globe-Wernicke Company, spoke on the subject "Interesting the Small Merchant." Upon the same day W. B. Morris, advertising manager of the Northwestern Knitting Company, addressed the convention on "The Advertising Problems of the Manufacturer."

On the 15th addresses on "Agriculture and Advertising" were made by Ray Woltz, president of the Chicago Club and advertising manager of *Farm Life*; on "Municipal Publicity" by W. L. Finch, secretary of the Industrial Bureau and Convention League; on "The Club and Club Rooms" by H. J. Wright, president of the Cleveland Club and advertising manager of John Ainsfield Company; on "The Advertising Future of the Automobile Industry," by W. W. Hudson, president of the Indianapolis Club and advertising manager of the Waverly Electrics (reproduced elsewhere this week); on "The National Convention," by W. A. Campbell, secretary of the Commercial Club, of Omaha, and by S. C. Dobbs, president of the Associated Advertising Clubs of America. Other speakers were E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company; Arthur H. Vanburg, publisher of the Grand Rapids *Herald*, and S. Keith Evans, vice-president of the Crowell Publishing Company, representing the Quoin Club.



Keep Electric Fans Cool

Oil them regularly with 3-In-One and prevent bearings from heating up or clogging and stopping the fan.

3-In-One lubricates perfectly and simply can't gum or heat up at the highest rate of speed. It also cleans and polishes the nickel or brass blades—the japanned or enameled frame work and base. Prevents rust.

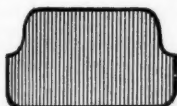
3-In-One is the best oil for all clocks, dynamo commutators and all delicate mechanisms.

Three sizes—10, 25 and 50 cents—at all stores.

Send for free sample—and free Dictionary.

3-IN-ONE OIL COMPANY

12 Broadway New York



Won't Crack or Show Finger Marks

Here is a real office convenience—celluloside tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

Celluloside Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloside Tip Guides or write for samples.

STANDARD INDEX CARD CO.

701-709 Arch St., Philadelphia

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG., St. Louis, Mo.

PRIZE WINNERS IN Y. M. C. A. STANDARD FARM PAPER ASSOCIATION MEETS.

AD CONTEST.

The final session of the Advertising Forum of the West Side Y. M. C. A., New York, was held June 13th, at which time the names of the prize winners in the thousand dollar cash prize contest were announced as follows:

American Real Estate Company—Frank J. Zink, 32 McCombs Place, \$50; J. W. Manson, 27 West Twenty-third street, \$50.

Colgate & Co.—Maurice E. Davidson, 126 West Thirty-sixth street, \$50; Jos. D. Smith, 26 Broadway, care Laidlaw & Co., \$30; Frank J. Zink, 32 McCombs Place, \$20.

Peter Henderson & Co.—A. B. Poposkey, 405 West Fifty-seventh street, \$50; Geo. J. Bagley, 318 West Fifty-seventh street, \$30; Albert M. Otterbourg, 200 West Seventy-eighth street, \$20.

Huyler's—Jos. D. Smith, 26 Broadway, care Laidlaw & Co., \$50; Chas. Julian Cutajar, 61 West Seventy-fourth street, \$30; J. W. Manson, 27 West Twenty-third street, \$20.

National Lead Company—J. Silverman, 594 St. Mary's street, \$50; Robert M. Ferns, 842 Broadway, care Rogers, Peet & Co., \$30; Robert M. Ferns, 842 Broadway, care Rogers, Peet & Co., \$20.

National Phonograph Company—Jos. T. McDermott, 1025 North Broad street, Elizabeth, N. J., \$50; J. W. Manson, 27 West Twenty-third street, \$30; Everett M. Link, 4 South Portland avenue, Brooklyn, \$20.

New York Central Railroad—R. G. Stanley, 83 Ravine avenue, Yonkers, N. Y., \$50; Frank J. Zink, 32 McCombs Place, \$30; Henry M. Bellinger, Jr., 341 West Fifty-fifth street, \$20.

Remington Typewriter Company—J. T. McDermott, 1025 North Broad street, Elizabeth, N. J., \$50; A. B. Poposkey, 405 West 57th street, \$30; J. R. Mayers, 678 Greene avenue, Brooklyn, \$20.

Steinway & Sons—H. G. Barrington, 50 West Ninety-seventh street, \$100.

L. E. Waterman Company—A. B. Poposkey, 405 West Fifty-seventh street, \$75; Jos. D. Smith, 26 Broadway, care Laidlaw & Co., \$25.

ALDINE GOLF EVENT.

The third annual golf tournament of the Aldine Club, New York, will be held June 20th at the Fox Hills Golf Club, Staten Island. The tournament will be an eighteen-hole medal play on a handicap basis. The following are upon the committee making arrangements: C. L. Patton, Charles Wiley, S. Keith Evans, George H. Hazen, Paul Gadebusch, W. E. Pulsifer, C. M. Aikman, George A. Bomann, Guy E. Robinson, Arthur S. Higgins.

The Illinois Press Association met for its fifty-fifth annual meeting at the Chicago Beach Hotel, June 8th. A symposium upon the subject "Free Advertising" was participated in by John R. Marshall, Adolph Suess, Charles Brent, Jr., and C. L. Carpenter.

The Standard Farm Paper Association held its fifth session at the office of Wallace C. Richardson, Inc., this city, recently. The following members were present: John P. Wallace, of *Wallaces' Farmer*; Horace C. Klein, of *The Farmer*, St. Paul; L. K. Hildebrand, of *The Breeders Gazette*, Chicago; M. J. Lawrence, of *The Ohio Farmer*, Cleveland; E. H. Houghton, of *The Michigan Farmer*, Detroit; John B. Connor, of *The Indiana Farmer*, Indianapolis; Albert T. Reid, of *The Kansas Farmer*, Topeka; Arthur Simonson, of *The Wisconsin Agriculturist*; George W. Herbert, Western representative; Wallace C. Richardson, Eastern representative.

Only two members were absent, the publishers of *Home and Farm*, Louisville, and *Hoards' Dairyman*, of Ft. Atkinson, Wis., they being unavoidably delayed.

Plans were formed for a closer cooperation between the standard farm papers, the advertising agents and the advertisers, to be worked out during the coming summer and fall months.

This Association has been in existence for a number of years and meets twice a year for the purpose of closely co-operating toward improving conditions in the agricultural advertising field.

MERCHANDISING AND ADVERTISING.

The Advertising Club of Baltimore was addressed, June 2d, by Edmund A. Townley, of Philadelphia, formerly with both the Lord & Thomas, and the Frank Presbrey agencies, and now connected with the Ireland Advertising Agency. Mr. Townley took for his subject "Advertising in Its Relation to Merchandising."

Mr. Townley cited two instances in which the manufacturer, through a well organized advertising and selling campaign, increased, in six years' time, his output from 2,500 to 14,000 pairs of shoes a day, and an average price from \$1.65 to \$2.25, and reduced the number of lasts from 180 to 30.

The next speaker to address the club was announced as John E. Kennedy.

The Munsey Auto Tour, held under the auspices of the four Munsey newspapers and being the only big auto tour in the East in 1910, will start from Washington August 15th and will end in Washington two weeks later. An E-M-F car, which is the pathfinder, was allowed to travel the length of the board walk at Atlantic City Sunday, June 12th, by the mayor. The tour will cover New Jersey, Connecticut, Massachusetts, Maine, Plattsburg, Gettysburg, etc. The pathfinder car left Philadelphia on June 15th. The start was managed by A. G. Newmeyer and H. J. Taft, the word being given by Mayor Reyburn.

SAVING POSTAGE ON A CATALOG

You may save from \$14 to \$25 on every \$100 worth of catalog paper, and be able to increase the number of pages from 10 to 20% without increasing the cost of the mailing, and yet get the same bulk and the same fine reproduction of cuts possible on dull-coated papers, by using

Wheelwright's Best Patent Finish Paper

It is uncoated, is free from annoying glare, and it costs one cent less per pound than the average coated stocks and two cents less than the dull-coated. It is admirable for mail order, department store, carriage, machinery, automobile, office appliances, and other catalogs which require many cuts and much paper.

Write at once for specimens of printing on WHEELWRIGHT'S BEST PATENT FINISH, telling kind of catalog you want, and we will give you the name of our nearest agent. Please mention this periodical.
Ask also for sample of B. P. F. Buff Tint Postal Stock.

**Geo. W. Wheelwright
Paper Co.**

95 Milk Street, Boston, Mass.

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

The brochure entitled "Long Life to Your Silver Plate" is an ornament to the advertising literature of the Alvin Manufacturing Company, of New York. "Chaste" is the one word to describe it. Its cover is a clean-cut idea; its contents a model of tasteful arrangement. The balance between the reading matter and the well-executed illustrations of spoons and forks is restful. The booklet



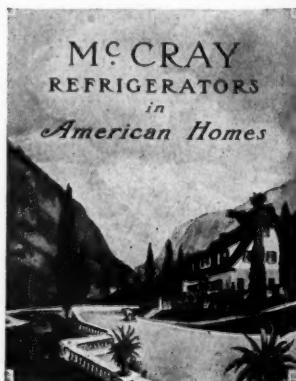
is more than merely a "printed thing." It has a real personality, marked by good taste and quiet effectiveness.

What a Puritanic lot these machinery booklets are! Clad almost always in stiff drab covers, sparing of verbal refinements and avoiding the appearance of gaiety in dress as pernicious and enervating, they are usually the same. The thirty-page description of the "Ideal" Automatic Loom is no exception. It may be accused of barely discernible Sybaritic leanings because of a few red sub-heads and side heads. But that is the only lapse from a rigorous austerity. Five or six plainly printed half-tones and a conscientious descriptive write-up of the looms comprise an effort that, after all, comes pretty close to the mark. The type selection is good

and the paper excellent. It is printed for the Stafford Company, of Readville, Mass., by the University Press, of Cambridge, Mass.

"Barth Elevators" is a booklet as rugged and substantial as the machinery with which it has to do. No waste rhetoric here—no mollicoddling of illustrations, save for a very slight vignetting. The cuts stand out with metallic hardness against a clean white background. This is as it should be, no doubt. A treatise on machinery gains nothing by being a riot of Oriental hues. It achieves a lot if it conveys an understanding of its structure and functions, as this booklet certainly does. Reading and pictures are here mingled, but there is no crowding. There is no thicket of type offering resistance to the eye. Printed by the Meyer-Rotier Printing Company, of Milwaukee.

It has an appropriate atmosphere, no doubt of it, this "Mc-



Cray Refrigerators in American Homes." As you progress through

the pages you turn up your collar, reach for your arctics and finally whip your arms. The title page has an impressionistic, gray-toned, yellow-streaked scene of a snow-capped mountain. The general scheme of treatment is illustrated on page four; into the center of a white towering peak is inserted a photograph of the home of a well-known man where McCray refrigerators are used. Opposite is shown the refrigerator, together with a diagram of its interior. So on through the forty pages. It's an artful and artistic booklet, a credit to its designer and to the Corday & Gross Company, printers, of Cleveland.

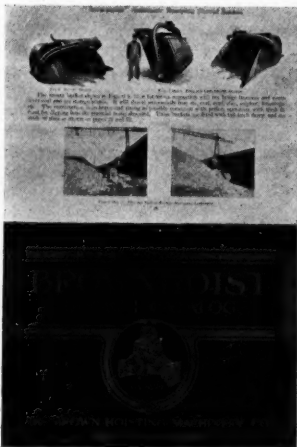
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A booklet concerning a mechanical contrivance can be just as dull or as fascinating as the writer pleases. It's a pleasure to say a good word here for one explaining the Standard Automatic Eyeglass mounting. The man who had this booklet in hand wisely let the mounting go ahead and take itself apart to the last screw, making plain to anyone what a clever wrinkle it is. As the booklet is gotten up for the trade, it seems assured of receiving serious attention. The size is about five inches by eight. The leaded ten-point type makes easy reading as it winds in and out and about small vignetted half-tones of hinges, springs and grips. Printed by the Post-Express Printing Company, of Rochester.

* * *

The query naturally arises upon looking over the booklet whether Hansen's Working Gloves are really meant for the use of the men in the Stone Age, as the colored cover picture would seem to indicate. A naked red-headed giant is shown trying to roll over a rock. Inside you get into modern times. The paper is an imitation of leather in feeling and appearance. Cuts of different glove specimens are printed near the top of the pages where the dark gray half-toned background has been tooled out. This booklet, which is well worth seeing, is designed by the Hall Taylor Company, of Milwaukee.

Catalogue E, about the "Brown-hoist" Grab Buckets and Tubs, is meant for quick filing and ready reference. The designer accordingly has wisely made its width greater than its length and has brought well to the front the photographs of the several models, the pictured analysis of the machines and the descriptive order-



tables. Fortunately the writer has not labored to secure "human interest." This is a technical booklet and, considered as a marketing force, co-ordinate with periodical advertising and salesmen, is a success. It is a sensible unfrilled piece of printing from the press of the Matthews-Northrup Works, of Buffalo.

**EVERY
ADVERTISER
SHOULD READ
PAGE 35**

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

Recent telephone advertising in large cities has evoked very favorable comment on account of its excellence and the simple, straightforward manner in which the various arguments were presented and convincingly driven home.

The effect of this open-handed

a very praiseworthy attempt to make a good impression and to do something out of the ordinary. Its weakness is that the talk about these cords is completely lost behind the trade-mark design. Very few except the advertiser would take the trouble to find out what the text says, and



No. 1.

publicity has made itself felt and has been much talked about in other lines of electrical activity.

Trade papers have felt this impulse and many concerns are now seriously considering advertising who could not have been induced to do so before.

It is interesting to watch the development of advertising along new lines and to note the gradual improvement that comes with riper experience when the costliness of mistakes become more clear.

Note the quarter-page announcement of telephone cords here shown, No. 1. This is really



No. 2.

in this respect the advertisement misses the mark. What is the use of paying for space to tell a story if the story cannot be read?

No. 2 is suggested as a better arrangement and stronger display, besides giving room for the argument in favor of these cords.

* * *

"Shine, sir?" The voice of the bootblack has almost disappeared from the land. The little dirty-faced urchin has grown up to be the owner of a corner news-stand or a string of Derby winners, and most of us, when we want a quick shine, have to hie to the hallway of the nearest office building and

hand over ten cents. Evidently a great many prefer to buy a box of blacking for ten cents and get their shines at wholesale, for at least two or three concerns are



paying out a goodly sum of money for advertising.

Two in One Shoe Polish is doing some very excellent publicity work. For a two-inch double-column ad, the one here shown would be difficult to beat.

* * *

The Marquis Cigarette people might take a lesson from this Shoe Polish ad and learn how to make better use of their space. If the cigarettes themselves are as flavorless as the advertisement here reproduced, it isn't much use spending good money on them.

If it is true, as this advertisement gravely announces, that there is a moral greatness about a positive conviction, we plead guilty to being morally great. We

have a positive conviction that this kind of conversation could never, never, never sell us a cigarette.

* * *

Another poor advertisement is that of some business college in Seattle which is here shown. Seattle is a pretty live town in a good many ways, and we doubt very much if her citizens have the time to stop and figure out what this advertisement means and what the name of the school is.

If this school gives courses in advertising, as most business colleges do nowadays, it would be

Four Months Mail Course \$20



interesting to know what they teach in regard to the value of space.

The outdoor campaign of the B. T. L'abbitt Company has been launched in New York, Brooklyn, Jersey City, Chicago, St. Louis, Seattle and other large cities. Billboards in these cities are being used by the D'Arcy Advertising Co., St. Louis, which is handling the account.



**There is a moral-
mental greatness about
a positive conviction.**

**LA
MARQUISE
CIGARETTES**
of a "vintage"

**EVERY
ADVERTISER
SHOULD READ
PAGE 35**

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD. WRITERS

Your Advertising Problems— let me solve them. Copy for newspapers, booklets, follow-up letters. Write me. **CHARLES L. WILHELM,** American Bldg., Baltimore, Md.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

8¢ Posts R.I.

Listed and Guaranteed Showing, Good Locations Mostly individual boards. Write for open dates. Standish Adv. Agency. Providence R.I.

BUSINESS OPPORTUNITIES

\$16,900.00 buys only daily newspaper property

in growing county seat town. Circulation 1,500 copies daily, 1909 receipts, \$16,163.84. Equipment includes new No. 5 linotype, 6 quarto Cranston, foldiers, electric motor, large amount new type and every convenience. Terms, $\frac{1}{2}$ cash; balance distributed over several years. Owner's 1909 return for personal effort and investment was \$4,988.22. Proposition No. 11. **C. M. PALMER,** Newspaper Broker, 377 Broadway, New York.

ALLOWING nothing for 5 minutes of your time, it will cost you but 5 cents at most to write me for samples of such advertising things as you had never had a chance to grow tired of. I might send you something extra "infectious." **FRANCIS I. MAULE,** 411 Sansom Street, Philadelphia

OPPORTUNITY TO BUY A GOOD DAILY PAPER

In New England city of 40,000, doing annual business of \$25,000. Growing steadily. Modern plant and equipment for 8 to 16 pages. Present owner interested in other business. Investigate by writing to **KNULAND SHAFFER, 8 Beacon Street, Boston, Mass.**

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN AKC ENGRAVING CO.** Youngstown Ohio.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

INFORMATION AND ILLUSTRATIONS

ASK US ANYTHING YOU WANT TO KNOW. Millions of old, rare and up-to-date articles, clippings and pictures, extending back fifty years—added to daily—all topics from all sources—classified for quick reference. Consulted here or loaned to responsible inquirers. **SEARCH-LIGHT INFORMATION LIBRARY, 341-7 5th Avenue, (Opp. Waldorf) New York.**

HELP WANTED

ADVERTISEMENT WRITER, designer or lay-out man, with practical experience, can make permanent connection with well-established engineering journal to handle assignments in his spare time. Address, stating experience, "P. C.," care **Printers' Ink,** New York.

WANTED.—Salesman for newspaper special editions. Continuous work. Advertising experience unnecessary if you have qualities of salesmanship. Satisfactory references an absolute requirement. Address, giving experience, EDGAR P. YOUNG, Montclair, New Jersey.

NEW ENGLAND and New York City representative wanted. Competent man with experience to handle three best trade papers in west. May handle in connection with other papers. Address, "AMERICAN," care of Printers' Ink.

REGISTRATION FREE, RATES REDUCED. We are offering excellent opportunities to newspaper desk men, reporters, advertising solicitors, circulation men, linotype operators, ad and job compositors, pressmen, etc. Ask for our new terms. All departments represented. No branch offices. Established 1886. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass

ADVERTISING MANAGER WANTED.—A manufacturer of Men's Trade-marked Clothes in western New York has asked us to find for him an Advertising Manager who can lay out campaigns, write strong ads and produce more business. The start-off pay won't be nearly as big as the opportunity to make more. Still it's a good start. If you believe you can hold down the job—also yourself—write us at once for interview. **SHERMAN & BRYAN, Inc.**, Advertising Agents, 79 Fifth Avenue, New York.

MAILING LISTS

OPPENHEIM Guaranteed Mailing Lists for Pacific Coast territory set a new standard. Send for list of lists and ask for details about the names you are interested in. **RAMSEY OPPENHEIM**, 206 Market St., San Francisco, California.

MISCELLANEOUS

CAN you write readable, interesting articles on business subjects—articles suitable for use in a trade magazine, circulating among hardware merchants? We will pay according to merit, and can use material regularly. Address "C. G. LAMB," Box 773, Duluth, Minn.

WANTED A LARGE PRINTING PLANT, A BIG ADVERTISING COMPANY OR ANY BIG BUSINESS FIRM to handle a large amount of magazine and newspaper printing for me in exchange for a large amount of advertising space in same. I want over 10,000 for free circulation to start with. Address "EDITOR," J. J. V. Wilcox Publishing Department, Post Office Box 246, Smithtown, Long Island, New York.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

Advertising Manager

of ability and wide experience wants to connect with manufacturer. Address "Box S," care of Printers' Ink.

ASSISTANT ADVERTISING MAN with experience in sales correspondence, now employed, wants to make a change. Address, "S. W. H.," care of Printers' Ink.

CAPABLE ESTIMATOR OF HIGH GRADE PRINTING—12 years' experience large printer; Competent office manager, systematizer and thorough bookkeeper; Age 33. "HAKNET," care of Printers' Ink.

CIRCULATION MANAGER—for personal reasons, desires change next fall. Nine years with dailies and farm journals. High-class references. Address, "D. I.," care of Printers' Ink.

Young married man wants position as assistant to the advertising manager or business manager. Wants experience more than salary. Address, "B.N.," Printers' Ink.

ADVERTISING MANAGER desires position. 17 years' experience. Refers U. S. Printing Co., Brooklyn, Cincinnati, Montclair; Densmore Selling Agency, 346 B'way. **IRVING G. STANTON**, 51 High St., Montclair, N. J.

COPY MAN AND ARTIST, commercially well-trained, wants position. Does fine work in line and wash. photo retouching and lettering. At present employed by prominent agency. Samples on request. Salary \$2,000. Address "S. C.," care Printers' Ink.

AN Advertising Man with many years of advertising study and practical experience in writing, corresponding, planning and detail is absolutely free to accept position with reliable firm at once. Awarded three prizes in New York V.M.C.A. Advertising Forum Contests. Address **Archib E. Poposkey**, 406 W. 57th St., N. Y. City.

Copy Writer Wants Change

Now with one of largest agencies in world. Ten years' experience covering nearly every branch of advertising. Write quick for details. Address "QUICK," care of Printers' Ink.

Advertising Man

Thirty years of age. Twelve years' experience. Six years with large Chicago mail order house. Now advertising manager for organization of successful retail stores. Business bringing copy writer. Practical knowledge of printing, lithography, drawing, engraving, paper. Expert lay-out man. Extensive experience in newspaper advertising, bill boards, catalogs, follow-up letters. Answer NOW—will write complete and concise regarding experience and ability. Address, "PRACTICAL," care Printers' Ink.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,066.

GUAR AN TEED This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Morning Telegram, daily average for April, 1910, sworn, 13,229. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,847. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average for 1909, 6,736. No other paper covers this field.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,287 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Average, 1st quarter 1910, 40,157 (© ©).

FLORIDA

Jacksonville, Metropolis. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Leading paper in field. Average first five months, 1910, 5,161.

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,406 and all quality. Rate, 35 cents, flat.



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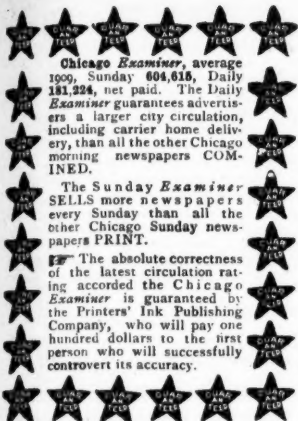
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Chicago, Examiner. average 1909, Sunday 604,616, Daily 181,324, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909, 30,874.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,123.

INDIANA

Evansville, Journal-News. Average, 1909, 11,948. E. Katz, S. A. N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average May 1910, 11,807. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. May, '10, 16,458. Circulation in City or other guaranteed greater than any other paper or no pay for space.

Des Moines, Times-Journal, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. June, '09-June, '10, 6,301. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. D. av., '09, 6,873. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 46,488.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Portland, Evening Express. Average for 1909, daily 16,219. Sunday Telegram, 10,566.

MARYLAND

Baltimore, American. Daily average for 1909 76,976; Sunday, 98,435. No return privilege.

Baltimore, News, daily News Publishing Company. Average 1909, 83,416. For May, 1910, 81,087.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.

Boston, Globe. Average circulation. Daily (2 cents a copy) 1909, 180,278; Gain, 3,981

Sunday 1909, 323,069; Gain, 3,270
Advertising Totals: 1909, 7,335,279 lines
Gain, 1909, 465,579 lines

2,504,359 more lines than any other Boston paper published.
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,663.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,822; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST May

AVERAGE MAY, 1910

The Sunday Post
257,629

Gain of 12,154 Copies
Per Sunday over May, 1909

The Daily Post
313,603

Gain of 37,590 Copies
Per Day over May, 1909

Salem, *Evening News*. Actual daily average for 1909, 18,074.

Worcester, *Gazette*. evening. Av. '09, 16,775; first 4 mos. '10, 17,256. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (C). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. \$0,000.

★ Jackson, *Patriot*. Aver. May, 1910, daily 10,982, Sunday 11,978. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1909, 14,579. Exam. by A. A. A.

MINNESOTA

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,557.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,453. A. A. A.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 75,121.



by Printers' Ink Publishing Company



Minneapolis, *Journal*, Daily and Sunday (C). In 1909 average daily circulation evening only, 73,159. In 1909 average Sunday circulation, 74,396. Daily average circulation for May, 1910, evening only, 76,310. Average Sunday circulation for May, 1910, 80,091. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,221

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 35,532. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (C), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,053.

NEBRASKA

Lincoln, *Deutch-American Farmer* weekly, 142,208 for year ending Dec. 31, 1909

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 20,370; '08, 21,326; 2c-'09, 19,063; March, '10, 20,363.

NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 55,905.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,384; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 24,543; 1908, 24,033; 1909, 24,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 8,436.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 8,718. Circulates throughout Hudson Valley. Examined and certified by A. A. A.



NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, **10,999**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (©).

Leslie's Weekly, 325 Fifth Avenue, Leslie-Judge Co. Over **200,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,941**; August, 1909 issue, **20,000**.

The World. Actual average, 1909, Morning, **360,603**. Evening, **399,669**. Sunday, **460,955**.

Poughkeepsie, Star, evening. Daily average year, 1909, **5,013**; February, 1910, **5,547**.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1909, **17,470**.

Schenectady, Star. Aver May, 1910, **12,816**. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily **32,488**; Sunday, **40,922**.

Troy, Record. Average circulation 1909, **21,320**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, **2,883**.

Utica, Press, daily. Otto A. Meyer, publishes. Average for year ending Dec. 31, 1909, **16,117**.

NORTH CAROLINA

Charlotte, News. Evening and Sunday. Aver., 1907, **6,393**; 1908, **6,782**; 1909, **7,346**. Try it.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, **9,460**.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, **80,938**; Sunday, **103,584**. For May, 1910, **83,901** daily; Sunday, **112,707**.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult' paper. '09, **439,487**.

Youngstown, Vindicator. D'y av., '09, **18,338**; LaCote & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, The Oklahoman. May, **34,563** week day, **40,111** Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, **29,370**. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

Portland, The Oregonian, (©). April average circulation. Sundays, **66,876**; Daily, **44,836**. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, **7,785**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. **21,518** copies May aver. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average May, 1910, **17,175**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for 12 mos., 1909, **12,467**. April, 1910, **13,360**. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for May, 1910

237,122

COPIES A DAY

A copy for nearly every Philadelphia home.


"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.


Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, **8,517**; 1909, **8,523** (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

 Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, \$5,064; the Sunday *Press*, 163,995.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,843. Feb., '10, 12,294.

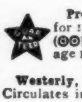
 West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 18,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; daily net circulation March 1910, 17,564, guaranteed.

York. *Dispatch and Daily*. Average for 1909, 20,016

RHODE ISLAND


Pawtucket. *Evening Times*. Average circulation, 1909, 19,083—sworn.

 Providence. *Daily Journal*. Average for 1909, 21,858 (©). Sunday, 28,125 (©). *Evening Bulletin*, 45,961 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 6,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 5,311. March, 1910, 5,785.

 Columbia. *State*. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,959.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 45,075; Sunday, 70,179. Smith & Budd Company, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1907, 36,206; for 1908, 38,064; for 1909, 40,066.

TEXAS

El Paso. *Herald*, 1909 average, 9,650. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Surlington. *Free Press*. Daily average for 1909, 5,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.


Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,164. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Average April, 1910, 4,125; May 4,030. Largest circulation. Only eve. paper

WASHINGTON

 Seattle. *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,054 lines.

Tacoma. *Ledger*. Average 1909, daily, 18,798. Sunday, 26,155.


Tacoma. *News*. Average for year, 1909, 18,829.

WISCONSIN

Janesville. *Gazette*. Daily average, May, 1910, daily 5,308; semi-weekly, 1,768.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 6,960.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 37,123 (©). The great Home Paper of Wisconsin.


 Milwaukee. *The Milwaukee Journal*, even ng daily. Average in May, 1910, 64,520; gain over May, 1909, 4,056 daily; average for 12 mos., 60,810 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. Feb., 1910, circulation, 4,991. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

 Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily. 8,125; semi-weekly, 4,994

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average May '09, 18,151; May '10, 20,906; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily April, 1910, 43,963; weekly 1909, 27,060; April, 1910, 27,394.

Winnipeg. *Der Northwestern*. Canada's National German weekly. Av. 1909, 18,163. Rates 55c. is.

Winnipeg. *Telegram*, dy. av. May, '10, 31,785. (Saturday av., 38,450). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal. *La Presse*. Average for April, 1910, daily 97,365.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,923 more than were printed by any other Boston newspaper.



MINNESOTA

THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 1,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in May, 1910, amounted to 277,592 lines; the number of individual ads published were 34,555. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 16c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoma*, Okla. City, 35,290. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 97,365—sworn to.) Carries more Want Ads than any other newspaper in Montreal.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, first quarter, 1910, 40,157 (◎◎).

GEORGIA

Atlanta Constitution (◎◎). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,621; weekly, 17,598 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1890. The only gold mark daily in Boston.

Boston, *Textile World Record* (◎◎). Reaches the textile mills. 6,000 guaranteed circulation.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (◎◎). Established 1874. The leading engineering paper in the world. Av. circulation over 17,250 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The *New York Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in Tidewater.

WASHINGTON

The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (◎◎) and the *Evening Mail*. Circulation 16,537, flat rate.

Business Going Out

The Ernest J. Goulston Agency, 17 Milk street, Boston, is planning a campaign in magazines of general circulation for F. Vorenberg. Novelties will be advertised along mail-order lines. This agency is also placing considerable copy for the Waldberg Brewing Company.

The Boston office of the Wyckoff Advertising Company is handling the advertising of the Baird-North Company, Providence, R. I., a mail-order jewelry house. Contracts have gone to a large list of magazines for fall insertions.

The Narragansett Brewing Company, Providence, is using large copy in newspapers in New England cities where their product is sold. The contracts are placed by the Granville Standish Agency, Providence.

At the noon-day luncheon of the Pilgrim Publicity Association, June 15th, S. C. Dobbs, president of the Associated Advertising Clubs of America, and Judge Robert O. Harris, of the Superior Court of Massachusetts, addressed the members.

The Pilgrim Publicity Association is making extensive plans for an outing and field day some time during the summer. It is expected that five to six hundred members and guests will attend.

The J. M. Chandler Agency is sending out orders for F. E. Bancroft & Co., a Boston financial house.

Ross Brothers, Worcester, Mass., are using agricultural papers on the advertising of a new fodder. Four-inch copy is used.

The C. B. Smith Agency is sending out six-time orders to New England papers on the advertising of Tudor Tea.

The Plant Line, running steamers between Boston and the Provinces, is sending out copy on an exchange basis to New England papers.

A large list of New England dailies is running large copy on the advertising of "Golden Orangeade," a product of the J. Hungerford Smith Company, Rochester, N. Y. Contracts are being placed by the Frank Presbrey Company.

Some large advertising is being done in Massachusetts daily newspapers for the United Shoe Machinery Company. The business is handled by the P. F. O'Keefe Agency.

Advertising plans of the Potter Drug & Chemical Company, on the advertis-

ing of Cuticura Soap and Sanford's Jamaica Ginger, are being completed. Half-page contracts are going to magazines as well as open-space contracts to a large list of newspapers throughout the United States. All this advertising is handled by the Morse International Agency.

Adams, Taylor & Co. are advertising their product, G. O. Blake Whiskey, in New England dailies.

The Parkhill Mfg. Company, Fitchburg, Mass., is using women's publications through the Boston office of the George Batten Company. This office is sending out considerable copy to national mediums for the B. F. Sturtevant Company, Hyde Park, Mass.

The P. F. O'Keefe Agency has issued a very attractive pamphlet illustrating the work done by them for various clients.

The National Spawn & Mushroom Company has removed to 292 Fairmount avenue, Hyde Park, Mass., where the farm is to be located. New orders will be sent out in the fall.

The A. B. Smith Company, of Boston, is using twelve-inch copy in New England papers on the advertising of a new cigar, the 3-20-8.

The Dow Mfg. Company, of Braintree, will consider a few new publications for the advertising of the Dow Magneto, early in July. The account is handled by the Shivel Agency, Tremont Building.

Contracts on the advertising of Burnett's Vanilla, which are soon to expire, will not be renewed until the first of the year. The list is made up in December and newspapers and magazines are used.

Frank Seaman, Inc., is ordering space in Ohio newspapers for Permit Cigars.

A newspaper campaign in Texas is being signed up by Frank Seaman, Inc., New York.

The Johnson Educator Food account will be handled during the coming year by the Geo. Batten Company, a renewal order having been received.

Lord & Thomas are starting a campaign in Chicago for El Bart Gin.

Lord & Thomas, Chicago office, are ordering two inches, three times a week for a year, for the Sterling Remedy Company, Cascarets.

Twenty-two-lines, nine times, in Southern papers, is being ordered by Frank Kiernan & Co., New York, for E. & J. Bass, Empire Art Silver Company, New York.

The Frank Presbrey Company is placing forty-five lines, ten times, in selected newspapers for the D. & H. R. R., Albany, N. Y.

Lord & Thomas, Chicago, are signing 5,000 lines on the coast for the Wabash Union Pacific Railroad.

The Charles H. Fuller Agency, Chicago, is giving contracts for fourteen lines, nine times, in the South for the Queens Royal Hotel.

The Morse International Agency, of Detroit, is ordering 14,000 lines in the South for the Herpicide Company.

The Johnson-Dallas Company, of Atlanta, is signing twenty-four inches t. f. in the South for the Empire Life Insurance Company of Atlanta.

The Massengale Agency, Atlanta, is signing three inches, twenty-six times, for the Connelly Mineral Springs Hotel.

The Chesapeake & Ohio Railroad is ordering twelve lines, eighteen times, through the Richmond Advertising Agency, Inc.

The W. F. Simpson Advertising Agency is sending out twenty-eight lines, eight times, in the East for Robinson Patent Barley.

The Pere Marquette Railroad is ordering 140 lines, five times, and five lines, twenty-three times, in the South through the Howard Agency, of Chicago.

The Richard A. Foley Advertising Agency, Philadelphia, is asking for rates on 5,000 lines of newspaper advertising.

The Hallock Advertising Agency, Grand Rapids, is asking for rates.

Charles M. Leddy is signing contracts for the Hippodrome Company, wherever the latter shows.

The George M. King Company, manufacturer of lightning rods, is sending out copy and orders to agricultural publications published in the Middle West, through the Lessing-Chase Agency, Des Moines. One hundred and sixteen-line copy is being used.

The U. S. Cutlery Company, St. Louis, is sending out renewal orders and copy to a selected list of agricultural papers published in the Middle West, South and Southwest, advertising mail-order razors. Orders for twenty-six lines display to start with June issues are going out through D'Arcy Advertising Company, same city.

Lenox Hall, school for girls, St. Louis, is sending out copy and orders

through the Gardner Advertising Company, same city, to a list of standard magazines and high-class weeklies to begin with August numbers. Small display space is being used.

The Harris-Goar Company, Kansas City, is sending out renewal orders to farm papers, mail-order papers and weeklies of dailies, advertising watches and razors on mail-order plan. Display copy of 94 lines and 38 lines is being used. Orders are going out through the F. A. Gray Advertising Company, same city.

The Ashby Telephone Cut-Out Company, Des Moines, is sending out renewal orders to farm papers in the Central West, advertising cut-outs for farm telephones. The Lessing-Chase Agency, same city, is sending out orders for forty-two lines.

The Miller Advertising Company, Toledo, O., has recently signed several new mail-order accounts of some size, including the Royal Manufacturing Company, Detroit; the Diamond Velvet Castor Company, and the Grand Rapids Furniture Company. A vigorous campaign will be begun at once for the Royal Manufacturing Company and the Diamond Velvet Castor Company, while the Grand Rapids Furniture Manufacturing Company campaign will start in the early fall.

The big aviation meet in St. Paul is being boomed in the papers of the Northwest, fifteen-inch copy being originated by the Taylor System, Minneapolis.

Harris Agency, Sioux Falls, S. D., has the account for Sioux Falls Beer. Copy is running in Dakota papers.

Automobiles are being pushed by the Columbus Buggy Company, Minneapolis, through the Northwestern Advertising Agency, St. Paul.

Weeklies of the Northwest are receiving instructions for an extensive campaign of Rumford Baking Powder. Copy is sent through the Theis Special Agency, St. Paul.

Farm papers in Minnesota, Iowa and the Dakotas are receiving six-inch double-column copy for Stewart & Mathews, St. Paul, Canadian land agents. The Northwestern Agency, St. Paul, handles the account.

Ad-le-i-ka Company, St. Paul, a medical concern, has ordered copy for a large campaign in Northwestern papers beginning in the fall, through the Northwestern Advertising Agency, St. Paul.

The Siegfried Company is placing advertising of McCrum-Howell bond issues for George H. Burr & Company. This agency is also carrying the Estates of Long Beach space, on Senator Reynolds' \$10,000,000 sea shore city proposition, and a general list for the Perfection Wrench Company.

Printers' Ink announces that its
22nd Anniversary Number
 Will be Published July 14th

Every publication with a story worth presenting to advertisers should be represented. To secure choice positions reserve space immediately.

Why Mr. Lasker Chose The Summer

(From an interview with Mr. A. D. Lasker, of Lord & Thomas, published in PRINTERS' INK, April 18, 1906.)

"Why did you choose the hot weather to lay your own story before advertisers?" was asked.

"Because that is when they are planning," replied Mr. Lasker.*

A SELF-EVIDENT PROPOSITION needs no elucidation. Mr. Lasker says that the summer is the best time to go after advertising and, judging from the amount of business his agency is placing, *he ought to know.*

PRINTERS' INK will reach its subscribers *just as regularly in summer as in winter.* The summer is the time when the big advertising campaigns are being planned and lists are being made up. Therefore, summer is the very time when publishers most need the help that PRINTERS' INK can give.

PRINTERS' INK will carry *your* story into thousands of inner offices and act as *your* spokesman at the round-table conferences to be held this summer,—IF YOU WILL LET IT.

*Four years later, Lord & Thomas are again soliciting advertising aggressively in the summertime, showing that Mr. Lasker has had no reason for revising his original judgment.

PRINTERS' INK PUBLISHING CO.
 12 WEST 31st STREET -- NEW YORK CITY

CANADA

with a population of 7,350,000 plus 225,000 new settlers per year (not to mention natural increase) is the greatest potential market in the world for practically every manufactured product that has made good in the United States.

MONTREAL

with half a million people,—over 300,000 of whom are French speaking,—is the great financial, wholesale and distributing centre of Canada, and the natural focus and starting point of every selling or advertising campaign whose aim is to cover the whole or a part of the Dominion.

LA PRESSE

the largest daily paper in Canada,—the national newspaper of Canada's 2,220,000 prosperous French speaking citizens,—is the one absolutely necessary medium for placing your goods before the whole French Canadian people. Full particulars promptly furnished by the Advertising Manager, La Presse Building, Montreal, or by

Wm. J. Morton Company



United States Representatives

**Brunswick Building
NEW YORK**

**Hartford Building
CHICAGO**

